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A RESEARCH STUDY ON THE IMPACT OF SOCIAL MEDIA FOR WOMEN EMPOWERMENT

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ABSTRACT
Social media complements women's visibility and illustration, supplying platforms for sharing tales and hard stereotypes. It permits get admission to to help networks, educational possibilities, and amplifies voices in activism like Me Too. Social media challenges gender norms, facilitates entrepreneurship, and encourages political participation. It exposes girls to role fashions, promotes frame positivity, and necessitates addressing dangers like cyberbullying for safe, empowering engagement.
KEYWORDS: *Social Media, Supplying Platforms, Entrepreneurship, Political, Cyberbullying*

INTRODUCTION

Social media platforms offer ladies the opportunity to proportion their memories, triumphs, and demanding situations, improving their visibility and representation. by means of showcasing various girl voices and stories, social media can task conventional stereotypes and promote a greater inclusive understanding of lady empowerment.



Social media allows women to find and be part of groups of like-minded people. those systems facilitate the advent of support networks in which ladies can are looking for advice, share assets, and find encouragement. This sense of community is vital for woman empowerment, offering a basis for collective action and private increase.

EDUCATIONAL POSSIBILITIES

Social media is a valuable resource for gaining knowledge of and private development. ladies can get entry to academic content material associated with profession advancement, personal finance, health, and more. This facts empowers ladies to make informed choices approximately their lives and futures, contributing to their average empowerment.

FINANCIAL EMPOWERMENT THROUGH ENTREPRENEURSHIP

Social media gives girls entrepreneurs a platform to marketplace their organizations, hook up with clients, and develop their brands. It degrees the playing area, allowing ladies to conquer traditional limitations to entry in business. financial empowerment is a important aspect of lady empowerment, and social media performs a significant position in facilitating this.

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MULTIPLIED POLITICAL PARTICIPATION

Social media encourages extra political participation amongst women by using supplying facts on political problems and facilitating discussions. ladies can use those platforms to have interaction with political actions, endorse for rules that help gender equality, or even run for political workplace themselves. This empowerment within the political sphere is essential for achieving systemic trade.



EXPOSURE TO POSITION MODELS

Social media offers ladies and ladies get entry to to a wide array of woman role fashions across one-of-a-kind fields and industries. Seeing a success ladies can inspire others to pursue their dreams and spoil thru glass ceilings. This exposure can encourage girls to try for fulfillment and empowerment in their personal lives.

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It's miles vital that this dialogue is rooted in feminist theories and in preceding research on gender attitudes and ladies's empowerment. consistent with feminist concept, this paper examines the consequences of gender inequality. on account that ladies and men revel in life and society in specific ways, we also anticipate them to show off variations in how they may be impacted through ICTs. other strands of literature have recognized some of demographic and revel in-related determinants of gender attitudes in addition to social media. in order to assess the impact of social media usage on gender attitudes, the take a look at includes each social media users and non-customers. It estimates the impact of social media use together with a number of nicely-documented factors which are regularly related to gender attitudes consisting of marital status, age, variety of children, and labor-marketplace participation. The paper also can pay particular attention to the interaction between education and social media use, each of which can be part of the modernization and social exchange procedure theorized to lead to multiplied support for girls in public sphere (Daher, 2012). young humans make up most of the people of social media customers, and social media customers are within the method of making norms and conduct of citizen engagement (Xenos, Vromen, & Loader, 2014). consequently, we explore the connection between age and social media use to determine whether social media disproportionately form the attitudes of more youthful humans.



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The the rest of this paper proceeds as follows. relevant strands of literature are discussed, inclusive of studies in politics, feminism, and attitude alternate regarding ICTs and social media. ICTs and social media might be mentioned interchangeably at some point of the paper. but, the evaluation issues the usage of social media only, apart from different sorts of ICTs. The paper also discusses the case of Qatar in some element, and attracts relevant comparisons with other MENA international locations worried in the Arab Spring. The findings suggest that social media utilization is strongly related to accelerated guide for girl network management. steady with predictions, social media use affects men and women in another way, as handiest woman users are greater supportive of girl community leadership. concerning education, the findings suggest a nuanced courting between gender attitudes and training, which, although fine, isn't always as strong as that between social media and gender attitudes. ultimately, the consequences regarding age show that social media use is undoubtedly related to feminist gender attitudes amongst young and center-aged adults. consequently, social media use is related to aid for girls in leadership, even in a context in which there is widespread social media get entry to however confined activism, and will prove to be a tool for mitigating gender inequalities within the destiny.

LINKING SOCIAL MEDIA UTILIZATION AND GENDER ATTITUDES

No matter severa guides, both scholarly and in any other case, debating the position played by means of ICTs, the conclusions within the literature stay disjointed. that is partially because of the belief of a causal connection among social media usage and behavior (whether or not political or gender related), without paying proper attention to the role of attitudes, that are regularly at the root of behaviors. similarly, the literature has given undue weight to the content material of social media posts, which can also



WOMEN IN MEDIEVAL LENGTH

The repute of girls started to say no inside the medieval duration and later Christianity curtailed ladies's freedom and rights. The state of affairs became worse all through this period when Sati, toddler marriage and ban on widow remarriage have become a part of social life among Indian groups. The Muslims introduced the purdah gadget to the Indian society and it became practised by means of nearly all Indian groups. The Devadasis or the temple women were sexually exploited, polygamy became broadly practised, guys had more then one wife and dominted the lives of all the wives. in the Muslim households ladies were confined to the Zenana areas. They had been no longer speculated to are available in the front of men besides their husband. women had been taken into consideration the property of fellows. After her birth she is ruled with the aid of father and whilst she is married she is dominated with the aid of her husband. There have been, however, a few ladies who sparkled like a celebrity inside the dark. They excelled inside the area of politics, literature, schooling and religion. Razia Sultana have become the handiest lady monarch to have ever dominated Delhi. The Gond queen Durgavati ruled for fifteen years earlier than she lost her lifestyles in a warfare. Chand Bibi defended Ahmedabad in opposition to the strong Mughal forces of Akbar in 1590s. Jehangir's wife Nur Jehan efficiently wielded imperial power and turned into diagnosed as the actual pressure in the back of the Mughal throne. The Mughal princesses Jahanara and Zebunnissa have been poets. Shivaji's mother; Jijabai, turned into the queen regent and became an able warrior and administrator.

LADIES ALL THROUGH INDEPENDENCE WAR

The situation began to alternate whilst national figures started out the struggle for India's freedom. Mahatma Gandhi invited assist from girls.ladies like Sarojini Naidu, Vijaya Laxmi Pandit and Mrs. Aruna Asaf Ali became a part of the freedom battle.

MEDIA IN INDIA

The Indian media has come to be exclusive over a period of time. It is composed of different mediums of communications: tv, radio, cinema, newspapers, magazines, and net-primarily based websites and portals, most of which owned via personal or semi-authorities

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businesses. conventional media exists no longer best in rural areas but also in city areas. It includes people songs, tune, dance, yatra, drama and theatre, puppetry and road theatre.



Every class of media in India has a wonderful past. Newspapers are the oldest in this context. It started out in 1780 when JA Hicky commenced Bengal Gazette from Calcutta. Cinema came in 1913, radio got here in 1927 in Pune, television in 1959 as an instructing medium but step by step it received popularity and in 1991 Doordarshan started a channel especially for leisure. internet got here to India in the ninth decade of the 20 th century. With the advent of latest technologies and digitalization, many new sorts of media also are coming along with mobile smartphone, i-telephone, i-pad, pocket book, and outdoor media. these new types of verbal exchange are collectively referred to as New Media.

Today, India has greater than 70,000 newspapers and over 690 satellite tv for pc channels. Radio and tv have round 38 crores and thirteen crores customers respectively. the new media is getting famous all over the international. in step with a survey, around 12 crores people are using internet in 2013 and this discern is anticipated to attain 14 crores in 2014. The young population of India is in particular willing toward the social media that consists of fb, Twitter, Youtube, Blogs and many more. now not particularly, there was a mobile smartphone boom. around 25.1 crores people are anticipated to use the mobiles in 2014. unnecessary to say, due to this huge reach many options are open for communique thru cellular generation.

WOMEN IN INDIAN MEDIA

GIrls had been constrained with the aid of custom and regulation from get admission to to the profession of journalism. They aced discrimination in the career. though, girls labored as editors, reporters, sports analyst and newshounds even before the Eighteen Nineties. these days the situation is converting. ladies are strolling as men's equal. there is a massive quantity of working women and there's hardly any field that doesn't have women representatives. we have ladies directors, marketers, docs, police women, pc professionals, politicians and maximum sudden the complete media business is complete of women in almost all varieties of sports. women inside the media are working in every department as equals of male colleagues and at excessive position positions too. There women who are main the media residence. Many budding girl journalist want to be like overdue Prabha Dutt, Homai Vyarawalla and Barkha Dutt who set a milestone in her career with the aid of overlaying the Kargil warfare in 1999. earlier than, Barkha it turned into her mom, Prabha Dutt who had satisfied her editor in Hindustan times that ladies journalists were desirable for more than reporting the local flower

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display on the town, as quoted by means of Barkha Dutt in considered one of her early interviews. late Homai Vyarawalla changed into the Indian female photojournalist, Maya Mirchandani of NDTV, Suhasini Haider of CNN-IBN and Anjali Kamat of america-based totally "Democracy Now" are the few names of Indian journalist who've have become inspirations for every girl journalist in India. however it still a truth that most girl journalist are given tender beats as it's far presumed with the aid of the guys that they can not cowl hard beat news.

It had, on account that its inception, been a full-size resource in mobilizing a couple of empowerment actions for girls and had correctly popularized lots of its ideologies. but, there were instances wherein those moves backfired at the interference of media retailers. The very concept of feminist actions and its core topics have often been widely misinterpreted, thru a couple of social media resources. via this text, allow us to delve deep into the a couple of arenas of women's empowerment that are majorly motivated through media retailers.

MEDIA ILLUSTRATION : EMPOWERING

As you may guess, media is historically recognised for the underneath-significance it provides to ladies. There have been a plethora of eventualities in history wherein women were portrayed as restricted to societal and stereotypical gender roles. Gaye Tuchman, a renowned sociologist, had termed this phenomenon "symbolic annihilation." He described the term because the underneath-illustration that women face in almost all areas of existence and having their lives narrowed right into a tiny variety of social roles. All fundamental styles of media along with magazines, commercials, information and sincerely the film and amusement industry, have all continually remained providers of symbolic annihilation.

COMPANY SOCIAL DUTY AND LADIES EMPOWERMENT

When Ferguson (1980) completed a content evaluation of women's magazines published between the give up of worldwide war II and 1980, she determined that representations were grouped around the concept of the "cult of femininity," which turned into founded on conventional, stereotypical lady roles and values consisting of marriage, family, and appearance. She in addition talked about that whereas adolescent publications targeted at ladies did offer a greater diversity of woman portrayals, the emphasis remained on the guy of their lives, his domestic, his circle of relatives or even to the volume of searching accurate for him.

not so tremendously, however alas, all of the predominant Disney films, those that have described our childhoods for us, have traditionally propagated a very stereotypical comic strip for its female characters. due to the fact she is appealing, Snow White—who cleans the dwarves' domestic—is in the end stored by means of a prince. inside the story splendor and the Beast, Belle should put up with a vicious and horrible beast to save him. Ariel sacrificed her voice to apply her frame to gain the prince's affection. Mulan, who nearly wins the warfare with the aid of herself, then returns home to fall in love.Examine greater: a few intellectual fitness issues maximum typically confronted by way of ladies

But, matters have modified for the more top in the latest Disney Productions, like Frozen, Moana and Tangled, in which all their respective girl leads had been portrayed as ladies who're brave, decisive and impartial. The marketing enterprise, on the grounds

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that time immemorial, is thought for the narrowing stereotypes it has been propagating via its productions. classified ads for washing powder that function moms and tiny daughters working collectively, whilst guys and boys are coated in dust are an awesome instance of the way women had been regularly portrayed in roles associated with gender stereotypes, specifically the ones associated with housekeeping and motherhood. this could be a completely easy instance to ponder upon, but, it rightly sums up the important eras of the industry.

For the reason that Nineteen Seventies, ladies were granted equality and a far greater range of positions in society than they had in the past. those historical tests of girls's representations have ended in giant adjustments to the jobs that ladies play. consistent with David Gauntlett's argument in his work titled "Media Gender and identity," since the Seventies, there was a lower in stereotyped depictions of girls in the media and an increase within the range of these representations. This trend probably displays broader societal shifts.

THE PSYCHOLOGY BEHIND EMPOWERMENT

Another set of examples of a promising destiny might be that located within the advertising industry. The diversity of women's portrayals in marketing has multiplied for the reason that 2015, as visible through the subsequent examples: The Dove actual splendor campaign72 showcased a extensive form of ethnicities and physical kinds. alternatively, sport England has effectively promoted "This woman Can," which later modified to grow to be the "suit got actual" marketing campaign.

THE IMPACT OF SOCIAL MEDIA ON WOMEN ON WOMEN'S EMPOWERMENT

In positive ways, ladies are empowered through the rise in their involvement in and get admission to to self-expression and choice-making via the media and new verbal exchange technology. The media's strong and positive contribution to girls's and gender equality wishes to be advocated and investigated further. Social media has shown to be an powerful device for raising public attention of ladies's rights issues, inspiring protests in cities across the globe, in addition to inspiring selection-makers to increase their pledges to gender equity.

ARE WE NEVERTHELESS FIGHTING THE PATRIARCHY

The upward thrust of cyberfeminism, social media, and ladies's unprecedented usage of latest technology present sizeable probabilities to raise gender equality and women's rights issues inside the public discourse and coverage-making procedures. but, it's far critical to understand that there may be a greater threat that the essential principles of these movements may be misunderstood.

A PSYCHOLOGICAL REVIEW OF THE MOVIE

Consistent with a recent Google evaluation, the net is giving Indian women easier get right of entry to to information and enabling them to make higher selections in their every day lives. Over 60 million Indian ladies utilize the internet to control their every day lives, a hundred and fifty million overall internet customers, according to a June 2013 survey titled "ladies and net look at." today's social media is so powerful that it turns into the voice of the people inside the face of bad and unhappy conditions.

Every body takes to social media to proportion, tweet, and hashtag their evaluations, rage, and demands for justice. To in addition demonstrate their unwavering aid, they regularly even update their profile pix with campaign photos. for instance, within the Delhi Gang Rape case, a easy black dot on a white heritage became used as a profile picture on WhatsApp and different social media platforms. due to the overwhelming interest this tragedy obtained on social media, the Indian authorities became pressured to prosecute the ones responsible and enact more potent regulation to make certain that such incidents don't appear again.

AFFECT OF THE INFUENCER

Even though media can't be claimed to be an identical area for all genders, innovative adjustments are witnessed in multiple regions of the identical. there's definitely desire for a safer and higher destiny in social media, no longer neglecting the reality that pathways to obtain gender sensitization in those areas are to gain knowledge of and ingrained inside its purchasers. girls from all corners and strata of the sector have to be greatly trained to accurately manage and make use of social media and different media agents to popularize their empowerment actions, with the simultaneous understanding that girls completely are not responsible for the mitigation of the virtual gender hole. on the other hand, it's miles something to be completed and worked for through all genders.

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