

Media and Women

Emerging Perspectives

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Chapter 51

ROLE OF MEDIA IN WOMEN EMPOWERMENT: Study based on Content Analysis of National Dailies Published from Delhi NCR and National Television

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Introduction

Media plays an important part in the struggle for women's empowerment. UNESCO acknowledges media's crucial role in the gender equality process. Within the project "Women make the news" UNESCO stresses "the importance of having a balanced and fair representation of both women and men in the media as well as diversity of voices and opinions in order for the media to complete their democratic responsibility.

Gender inequalities and discrimination of women is a worldwide phenomenon. In India, gender inequalities are found everywhere in the society. Two thirds of the women suffer domestic violence, more women than men are illiterate, female foetuses are aborted, and there are few women in power positions within politics and the business world. With a population of more than one billion people India is the second largest developing nation in the world. At the same time, it is the largest democracy.

The press sets its own agenda and is an important opinion-maker in the Indian society. Since the country is going through an important phase socially as well as economically, it is interesting to see how the Indian press approaches women's empowerment and gender inequalities.

This study examines the reporting on gender inequality and women's empowerment issues in India's three most read English newspapers: *Hindustan Times*, *The Hindu* and *Times of India*. It also studies how journalists' working on these newspapers look upon the role of the press in the women's empowerment process.