

Media Literacy and Women Empowerment

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ABSTRACT

At present the women have made their impact felt in social, political and economic domains. Her energetic ambitions paved the way to portray India as it is today. In the 21st century, digitalization has swept women's empowerment. Digitalization has ensured scores of potential media platforms wherein they have made their presence felt and rendered their views. Here media literacy plays a vital role to access analyzes the information and content disseminated by the media. *“There is no chance of the welfare of the world unless the condition of women is improved. It is not possible for a bird to fly on one wing.”* Swami Vivekananda *“If a woman is educated, the whole family gets educated”* is very appropriate for Media Literacy. It is important to understand that media literacy can help governments raise the bar for women in their countries. There are countless media platforms such as Facebook, twitter, LinkedIn, what's app and more.

The media are educators of all audiences leading to diverse content. Media has influence all the ranks of its viewers whether they are literate or illiterate. Media campaigns act as a medium to create brand awareness to the viewer. The message persuade, inform, educate audience about different schemes remind the citizen of the product value and its utility, which ultimately leads to brand purchasing decision. Advertisements facilitated by different media platforms like print, electronic and cyber have made deep roads in the attitude and concept of the youth. They have successfully managed to take Indian marketing scenario by a storm.

INTRODUCTION

Media literacy has opened up huge cache of news and content analysis capabilities across the geographically vast of the Indian peninsula and which may in all likelihood be able to increase awareness among masses. *Media literacy is “To decode, evaluate, analyze and produce both print and electronic media”* (Aufderheide & Firestone , 1993). Outstanding rapid growth in digital media is a key reason. It has open the gates for people to share their view point, outlook. There are various benefits from this sector of journalism because there exists an abundant source of news potential.

Media literacy provides an outline to access, analyze, evaluate and create messages in a variety of forms - from print to video to the web. It builds an outline of the role of media in society as well as essential skills of inquiry and self-expression necessary for citizens of a democracy. The news converging from various part of India evidently has inputs on diverse topics of pretty much importance in public life. The best part is that there is an accentuated consciousness and a driving zeal to promote women empowerment through media. This new portfolio has immense probabilities in future for mass dissemination of information in the public domain. The outreach of such journalism has been aided by print media, electronic media, digital media and social networking sites. Since media literacy in India is still in a nascent stage. One can't expect it to be of a high standard but future improvement can be rightly anticipated.

With direct access to media various news channels across the world, the Indian citizens are gradually transforming into a well - informed society. People use different medium like mobile, web portals, social networking sites etc. to

disseminate information across a large section of the targeted audience. The ability or skills to critically analyze for accuracy, credibility, or evidence of bias the content created and consumed in various media, including radio and television, the internet, and social media.

The media of yester years has registered a significant evolution. The present media owing to its various supportive aids has made its presence felt globally. The dissemination of information today supported by technology is within the reach of the target audience within seconds. Technology has paved way for an assertive impact in the presence times. Besides this, there has been an exceptional achievement in the standards of journalism practice.

Information bombing makes it becomes difficult for citizens to distinguish between fake and real news. On social media people opinions which means that all possible kinds of output generated by them is unfiltered, raw and a first-hand information. This information is processed without any professional expertise. This could be like production of news, essays, poems, opinion, articles etc. It's interesting to know that people can share their view point with zero hesitation.

Media literacy is the ability to understand, critically analyze, evaluate and interpret the information content provided by the media. Media is a source of information but it affects opinions and decisions of the masses. Audience must decipher the meaning of the content disseminated from the media. Besides media literacy a new term has emerged known as news literacy. Many a times its been observed that When messages with informational content are shared on social media, audiences often do not investigate the source. In the age of COVID-19, we have all witnessed and received fake news that goes beyond sensationalism.

Communication strategies for women empowerment a study of Haryana and Punjab Seema (2015) found that no other communication strategies were used for women's empowerment campaigns. Strategies used for other programs were used for women-centered programs. The strategy used for other schemes were used for women centric schemes. . Additionally, a 360-degree media campaign methodology was lacking. Researcher suggested that External Media agencies must be hired to create the message /content for awareness of the schemes. No media environment mapping is done in the empowerment campaigns.

A Study On The Awareness Of Indian Government Schemes Among The Women Entrepreneurs Of Coimbatore District Sathiyabama, P., & Velmurugan, R. (2019). suggested that government should apply 360 approaches as its government responsibility to create awareness among women entrepreneurs. Researcher also urged to expand beauty parlors, tuition centers and tailoring units. He added that in spite of all government initiatives, women entrepreneurs are not fully aided.

Health Communication Strategies That Address Barriers Preventing Black Women From Screening for Breast Cancer C.Frisby, 2002. To break the psychological barriers to breast cancer the posters must depict African American breast cancer survivors in the message. The advertisement and campaigns for breast cancer such as “pink ribbons” and “Race for the Cure.” Impacted positively on people. Although campaigns failed to encourage women undergo to breast cancer screening and prevention. A recent campaign portrays a true breast cancer survivor to motivate women.

Catalyzing personal and social change around gender, sexuality, and HIV: Impact evaluation of Puntos de Encuentro's communication strategy in Nicaragua (Solorzano, Pena, Espinoza, Ellsberg, & Bank, 2008). The slogan Somos Diferentes, Somos Iguales (SDSI) which meant we are different, we are equal used to raise awareness of HIV. Soap opera Sexto Sentido television series, talk show, radio programs were broadcast. Interactive sessions were introduced to build parasocial relationships.

Communication strategy for swarnajayanti gram swarojgar yojana: a study of two blocks of West Bengal (L.Brooten, 2013) under the study researcher analyzed NABARD yojna. Government introduced e-book to maintain transparency and digitization, MoRD, Govt. of India. Interpersonal communication was promoted by word-of-mouth, participation in meals and fairs and exhibitions. Study reveals that mobile phones can be a better source for e-learning which eventually be benefitted of SHGs. Although rural and illiterate people didn't fully aided by e-portals.

Role of Mass Media in Public Health Communication & Advocacy: Study of Women Reproductive Health Communication Campaigns in India (Delhi-NCR) post-2011 (Visnupriya, 2011). Family planning is promoted more than women's reproductive health. Study reveals that women's reproductive health need to address separately. Chhota parivaar sukhi parivaar, hum do Hamare do, Jodi jimmedare jo plan kree parivar, happy to bleed and pati patni kre vichar swasthya naari swasthya privaar are a few examples of family planning slogan. Study supported print media as its more dependable medium in circulating information related to women's health.

BETI BACHAO, BETI PADHAO BBBP, LADLI SCHEME CAMPAIGN (2015)



The scheme BETI BACHAO, BETI PADHAO (2015) is generally targets young and newly married couples; pregnant and lactating mothers; parental adolescents, adolescents (girls and boys). Prevention of gender-biased sex selective elimination, ensuring survival & protection of the girl child, ensuring education and participation of the girl child. The Economic Survey 2019 has proposed a change in the Beti Bachao Beti Padhao (BBBP) scheme. The campaign to be named as BADLAV (Beti Aapki Dhan Lakshmi Aur Vijay Lakshmi), the campaign aims to represent the transition to gender equality.



Figure 1 Screenshot of Beti bachao Beti padhao Ad campaign for ministry of women and child development.



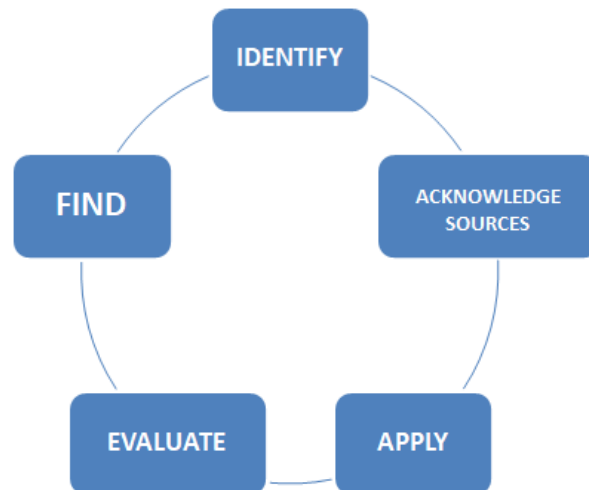
Figure 2 Screenshot of Beti bachao beti padhao campaign, CSR film for Daikin India, Studio rudra



Figure 3. Scenshot of All for one, Beti bachao beti padhao campaing film, Telangana Govt.

The government promotes programs such as BETI BACHAO, BETI PADHAO BBBP, Ladli scheme campaign (2015) through 360 degree media campaigns, all media platforms were used which made audience access and analyze the scheme. All print, electronic and social mediums were hired for the promotion and dissemination of the information to the masses. The campaign added the content messages to guide the process like where they can get the form, who all can apply, why it is important to avail in the scheme information were highlighted in the advertisement. *Beti hai to kal hai, beti ko padhao, do parivaro ka jivan sukhi banao* (daughter is the future, raising and educating daughter will eventually educate two families) creators used attractive slogans for making people understand the message. Celebrities were collaborated as brand ambassadors for the campaign. Because, of press coverage it made a huge impact on people.

5 components of media literacy



“If a woman is educated, the whole family gets educated”, is very appropriate for Media Literacy. Audience need to identify the information source, recognize the sources, apply the information provided by the message, evaluate the message and analyzed the content and find the solutions to the messages given in the campaign. It is important for women citizen to become analytical to the information provided, which might help them to contribute in public discourse effectively. Secondly in the era of digitalization women capable of analyzing the content may protect themselves from fake, manipulated and harmful content.

Table 1: NEED FOR MEDIA LITERACY WITH PERSPECTIVE OF SENDER AND RECEIVER

Creator (Sender)	Audience (Receiver)
1. Message need to be framed or encode in such a manner that they easy to understandable.	1. Receiver needs to be ability to decode the message given.
2. Content and language need to be framed keeping the demographic pattern of the target audience in mind.	2. Here, the audience needs to be judgmental and have sense to analyze and understand the information given is correct or not.
3. Campaigns need to be framed in such a manner which is understandable and helpful for target audience to decode the message easily.	3. The effective communication between government and society need to be created for sense of partnership between both of them.
4. In-spite of all government initiatives, women beneficiaries is not fully benefitted.	4. If a particular section of society understands the message it means message is not encoded in required manner.

It is important to understand media literacy from the perspective of creator (Sender, broadcasters) and receiver (audience, viewers). Messages or content should to be framed or encode in such a manner that they easy to understandable. With distances having adversely obstructed human relationships the evolution of social networking sites has proved to be a boon. As we have already seen the technical advances in the information domain, such sites enabled virtual contact on a person to person basis. During the process of maintaining the contact there was naturally the outflow of various information.

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Youtube links.

- <https://www.youtube.com/watch?v=af4JZd5uVHK>
- <https://www.youtube.com/watch?v=eZ-y-ISWdw&t=126s>
- <https://www.youtube.com/watch?v=7L87cVfgkjs>