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Impact of Mass Media in Promoting Gender Neutrality

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ABSTRACT

Media is said to be the “effective medium” to work on any public domain, where development is needed. To analyze any one such powerful domain, “Gender” could be a sphere where Mass Media has worked a lot for bringing gender transformation by bridging gap between social identities of ‘Men’ ‘Women’ and ‘Third gender’

This paper is an attempt to highlight about the role of media in the development of Gender equality amongst the whole nation, by fulfilling all the three objectives of media i.e. ‘to inform’, ‘to educate’, and ‘to entertain’ the society about it and ensure that society will accept this positive change which will not only help a country to grow but will also enhance their standard of living.

Keywords: *Gender, Media Studies, Mass Media, development, equality, living standard.*

I. INTRODUCTION

Mass Media is said to be the most powerful weapon of communication, as through this medium people can voice out their opinion, share their feelings and express their thoughts in front of the masses. The relationship between media and gender always stood as an influensive subject to deal with as media has given all gender an equal platform where they can showcase and highlight their talent.

In order to grasp and understand the role that media play at the intersection with other social and cultural factors in framing gender identity formation and development of an Indian society. This challenge calls into play the theoretical perspective, methodological approaches and interpretative strategies such as intellectual endeavor.

Indian society is not only diverge on the basis of their religion, caste, culture and sexuality but also segregated on the basis of ‘powers and authority.’ since many decades people of this country didn’t grasp the work on the basis of their talent and hard work; but solely on the basis of their gender they belongs to. For instance ‘Men’ means he is the flag bearer for the survival and growth of their family and ‘women’ means the home-maker of the family.

The representation of this ideology analyses of the community have been animated by the desire

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to understand that how images and cultural construction are connected to the pattern of inequality, dominant and oppression. Vis-a-via media is believed as the fourth pillar of our constitution has an enormous impact on how we make sense of the social world.

Media determine how we may participate in the postindustrial global force and shapes our self-identity.

II. GENDER AND MEDIA

Media is an umbrella term in which several types of communication medium confined, from newspaper, magazine, television, radio, and cinema to internet, each medium work for the growth and development of the people. Media representation contain an explicit script pertaining to gender. The media in recent decades have begun incorporating gender mainstreaming programmes, where through these programmes media is trying to inculcate the concept of gender neutrality amongst the society and how they have to develop and promote each and every person on the basis of their talent and not because of their sexuality.

There are several facts that show the popularity of media in India related to the growth and development of gender equality. Reports suggest that over the years expansion of people who use social media in India is considerably started having a positive approach towards gender neutrality and started accepting people belongs to different gender working in different field on the basis of their qualification and talent.

Media is playing a pivotal role as a tipping point in pioneering achieving gender equality in societies. From curating gender- sensitive and gender transformative content to publishing it in newspapers and magazines to streaming in different platforms, the mass media has had a cascading effect in challenging every cultural and social norms one after the other regarding gender perceptions by showing women, Men and Third gender in leadership roles and as an experts of diversity topics on a daily basis and not as an exception.

(A) Role of Media In relation to abolish Gender stereotypes

Gender stereotypes and ideologies can be defined as beliefs about certain attributes on which a person discriminate each other on the basis of role behaviours and occupation which negatively affect a human being multiple aspects of psychological functioning, including perceptions, attention and memory, social behaviours, interests, and self-perceived competencies.

To remove this toxic environment the media is regularly working for the wellbeing of human kind and helping them providing a better place to live in where people will not get identify on the basis of their sexuality but solely aptitude

Media portrayal in breaking 'gender stereotype' started with the media institution itself, by initiating to allocate the responsibilities to their journalists by maintaining gender equality in course of action. For instance 'Barkha Dutt' became the first women journalist to cover the zero ground reporting of Kargil war and breaking down the stereotypes for other women journalist..

Media do not anticipate that they are the only source shaping gender stereotypes but believe they are likely a significant one by regular working on certain parameters which include:

- Analyses of the portrayal of social groups in mainstream media in relation to acknowledgement and respect. Acknowledgement addresses the quantity of representation of Men, Women and others
- Addressing whether persons of each gender are presented in a way that reflects their complexity and humanity, or whether portrayals are reduced to one-dimensional stereotypes.
- Addresses roles and occupations. Analyses indicate that men are more often placed in the world of work and women in the home; when women are shown in the workplace, their occupations tend to align with gender stereotypes or not.
- Abolishing systematic practices of under representation and misinterpretation of women through any media platform and stop objectifying women as 'sex role approach'
- Origination a bridge of information for the society to neutralize the structure of individuality which helps to erode the significance and extent of domestic segregation with all its cultural and behavioural association.

These highlighted efforts of media has shown a progressive vision in the society which not only positively impact on the lives of the women but on every gender who wants to grow and upgrade themselves in this gender natural world.

III. GENDER RELATED POLICIES ADOPTED BY MEDIA ORGANIZATIONS

The media organizations observing the need of gender neutrality in the society by idealizing the living approach of people in 21st century adopted some high variable policies by quoting some contextual factors which include cultural, economic and environmental concern.

Media organization between and within regions highlighting the concern of economic growth of any country started working on gender neutral employment where the individual will be assessed on the basis of his/her skills and not on their gender. Which will eventually decline the level of gender bias in the world and eventually response to call for social justice.

In context to cultural factor the tradition, attitude and belief do play an important role in rating down the gender gap in society and started fostering gender neutrality advancement in society in the area of right to equal inheritance which cover the aspect of equal decision making.

There are some more policies which is adopted by media organization in vision to promote free gender bias world which include:

- General policies on gender equality
- Policies concerning sexual harassment and abuse
- Policies regarding maternity leave
- Policies regarding paternity leave
- Policies that guarantee women can get the same job back after giving birth

IV. CONCLUSION

Visualizing as a mission to bridge gender gap in Indian society media is trying every way possible to inform and educate the country about it positive effects to legal grants which are provided by our constitution, as reflected in Article 14 of Indian Constitution “Right to Equality” provides the equal treatment to everyone before the law, prevents discrimination on various grounds, treats everybody as equals in matters of public employment, and abolishes untouchability, and titles.

Media is trying every possible way to inform Indian citizen about their fundament right so that they can access to their grant and live in the society by keeping their head high. As no government as private organization can reject any person on the basis of their sexuality, as doing this is criminal offense Media is portraying this message through several medium so that people will get inform about it and will be able to enjoy their freedom whole heartedly.

The studies presented here show some evidence that media use contributes to traditional gender role attitudes, appearance beliefs and sexualisation, toy and play behaviour, sexual roles and courtship behaviour, and occupational aspirations and academic performance. We have also offered many avenues for future research, particularly research that incorporates newer theories, other socialization forces, and egalitarian portrayals and that attends to boys, youth of colour, and critical developmental milestones. We hope that the findings and analyses provided here will offer fuel for continued research on this omnipresent and evolving cultural force.

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