

MASS COMMUNICATION AND WOMEN EMPOWERMENT: A THIRD WORLD PERSPECTIVE

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The role and contribution of women to the society is equally important as its male counterpart. During ancient civilization both genders were living at equal status. In due course of time the gender inequality increased and a time came when the society has to fight for the existence of women. Despite historical instances of women's empowerment, such as during the Vedic period, the status of women has deteriorated over time due to patriarchal norms that have marginalized their voices and contributions. The piece highlights the historical decline in women's rights since the industrial revolution and the urgent need for education and systemic change to improve women's conditions. It advocates for women's empowerment through education, participation in decision-making, and effective communication strategies to counteract the stereotypes and biases entrenched in society. Finally, it outlines the pivotal role of mass communication in changing societal perceptions and promoting women's rights. Apart from government's effort the role of communication is very much important in bringing positive changes in the society. Mass media, particularly with the emergence of new media, can play an important role in create consciousness among the mass so that positive changes towards empowering women will occur. Mass communication can raise awareness of women's issues, promote gender equality, and facilitate discussions that spotlight the experiences and rights of women, thus serving as a catalyst for societal change. The study also focuses the importance of participatory approach to communication which will bring women to the mainstream and enable them to work at par with the other gender.
