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Let's Start!

The Role of Electronic Media in Women Empowerment; A Case Study of Nawabshah

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Abstract

Women play an important role in the development of a country. In Pakistan, efforts are being made to empower women in almost every field of life but in rural areas women are still living in miserable conditions. The present study was designed to check the impact of women empowerment on rural development in district Nawabshah of Sindh province. The data from female respondents have been collected. Different dimensions of women empowerment have been measured, using through SPPS Software. The analysis found that self-esteem, the power of decision making and freedom of mobility were statistically significant factors showing a positive impact on rural development while control over resources was found to be insignificant. It has been suggested that adequate education and job opportunities can play a vital role in empowering the women. Moreover, access to media specifically TV can also empower women in a significant way. This chapter starts by acknowledging that women's empowerment is a multifaceted concept and drawing upon the feminist interpretation of power – the core concept of empowerment – to anchor the proposed argument. In regard to digital media, the existing literature well documents that women have had a great opportunity to capture various forms of horizontal, participatory communication to exercise power in their living circumstances. This sets the scene for creating possible theoretical links between digital media and women's empowerment.

Keywords: Women empowerment, Media Power, Women Empowerment, Digital Divide

INTRODUCTION

In any society mass media play a vital role in social change. The important type of mass Media is newspaper, television, radio, advertising film and internet. It is under the influence of Media that women restricted with the four walls of the House have come to know about the wide world also they are working in devisee Field of media shoulder to shoulder with men in any field like journalist, director, writer etc. This type of participation leads to bring about a Change into society women had Played always a vital role in the traditional society, women's have been presented as a stereo type role of mother, wife, daughter, it is fortunate that the modern media has gone on to strengthen this image to is a great extent. Voices are raised for the interests of women through newspapers and the news of violence against women is published prominently

for the rights of women. Now, society is much more advanced and women have started working on radio channels and are emphasizing presenting the voice of women in a more sensual form. Media is used as a source of awareness to educate people regarding women's Rights and empowerment.

Women empowerment means giving space to women to use their power and own will, work independently and participate in different local and national causes. It is rightly said" feminism" is not about making women stronger women are already strong, it is about changing the way the world perceives that strength. The use of social media has become the main scenario of contemporary online communication and, therefore, it plays a key role in process of creating a global identity. It is necessary to mobilize the vast women power, if the country has to progress in all walks of life. (Muhammad Asif 2021).

The government in a move to strengthen the legal machinery protecting the dignity of women, approved amendments to the Indecent Representation of Women (Prohibition) Act, 1986 in 2012.The aim was to include new technologies like MMS and the electronic media and some which were left outside the ambit of the Act like posters and TV serials which perpetuate stereotypes of women. Promoting a balanced and non-stereotyped portrayal of women in the media is very important to use it in a progressive way and avoiding the ill effects of any such medium of Media. Women's knowledge about media and access to and control over the various forms of conventional and modern media is still limited in most societies. The increase in the participation and access of women to self-expression and decision-making through the media and new technologies of communication is in a way empowering women. The powerful and positive role that the media can play in the empowerment of women and gender equality should be supported and further explored.

Social media through its ever updating apps and networking is an inevitable source of influence on mass. The media at large has been instrumental though not to the degree desired in supporting the movement for women emancipation by focusing on the neglect and marginalization of the position of the women in society. Communication is extremely important for women's development and mass media play significant role. It is to be distinguished that growth of women's education and their entry into this business through employment has contributed to the growth of media. If Media can be a powerful agent of change, it can be an equally powerful agent of oppression. It is without a doubt a dominant medium for advocacy of gender equality and the status of women. Yet the media can also reinforce stereotyped images of women and their roles in society.

STATEMENT OF PROBLEM

Women in developed societies deal with decisions and issues more easily than women in developing societies when it comes to empowerment. Lack of education in job opportunities, unequal pay, lack of representation in political decision-making, and violence against women are some of the major problems. (Yaseen Morjoo, 2021).

The process of political, social, and economic empowerment for women is defined as enabling them to make any decision and live freely, honorably, and with dignity. Women's empowerment

is founded on social and cultural norms, customs, ongoing gender equality and discrimination, and few obstacles to achieving the goal of granting women the right to own property and access to healthcare. to empower women so they can live easily fulfilled, productive lives.

RESRARCH OBJECTIVES (RO)

1.   To access the role of electronic media and women empowerment.
2.   To find out the importance of media in the empowerment of women.
3.   To find out the cultural and religious impact on women empowerment.
4.   To find out the cultural and religious un impact on women empowerment.

RESEARCH QUESTIONS

1.   What is the role of electronic media in women empowering?
2.   What is the importance of media in promoting women's empowerment?
3.   How changed women empowerment has over time?
4.   What is the cultural and religious impact on women empowerment?

RESEARCH HYPOTHESIS (RH)

H1: There is a significant effect of electronic media the empowerment of women.

H2: There is an insignificant effect of electronic media the empowerment of women.

H3: There is significant difference between radio and television on women empowerment.

SIGNIFICANT OF STUDY

The current study provides domain researchers with insights into men's and women's arguments on the media's role in women's issues in general. For the general public, it is crucial that the media serves as a useful tool in addition to being a source of entertainment for lobbying to quickly bring up issues regarding women's development. The finding of the present study will be helpful to assess the function of the media in society as well as the positive and negative aspects of using the media as a tool for campaigns to enhance the lot of women in society. As policymakers, writers, and development professionals update rules that impact women's status in society, the current study's findings may give them support. This study offers fresh takes on domain research, including literature pertaining to gender, media, and women's empowerment. This study could act as a guide for future research in the areas of women's development, society development, and gender equality. Advocates for female rights can use the results of this study to help organize a media campaign that will advance women's rights in society and create a safe social environment for women.

THEORITICAL FRAMEWORK

The idea that the media has an enormous impact on individuals as well as society at general is known as the "media effects theory." Media can have a significant impact on how the general public feels about women's empowerment and how they are viewed in society. To elaborate, the theory of media effects can be classified as either positive or negative, direct or indirect, intentional or unintentional. Additional factors, such as the use of social media versus traditional media, can influence the messages that particular messages bring. Positive media can uplift women and support efforts to address issues of gender equality and representation. Examples of this include the representation of women in related fields, how an industry's

position can influence the antisocial norms and exceptions, and what women should be able to accomplish. On the other hand, gender inequality and negative representation of women in the media can limit opportunities and wishes. In addition, the media plays a crucial role in empowering women through coverage of women's rights, public policies, and the development of support for those policies. The theory of media effects has a substantial impact on women's empowerment, but there are both positive and negative effects, and results can be influenced by a wide range of factors.

LITERATURE REVIEW

The media is like a mirror for the woman that showing them what they are in actually the media showing to woman that they very powerful in actually what they want who's done very easily and take actions for their life's. Media working as showing mirror of life to woman. media encourage to woman make their standard, respect, status, attitude in different ways to the front of men, societies and their family. Media showing them woman are not less from the men they can do everything equally, such as, economy status, financially stability, industry, politically stability and so on. The violence against the woman they can stop through the media, woman can be making changing their life through the help of media such as daily life changing, daily living ways, new things adoption, daily updates, seeking information as based on their daily life. (Aram et al.,2004).

In the other previous study there are so many different channels that make different types of videos, music, programs, newspapers, morning shows, internet, advance technology, these all things making easy to woman they can achieve and take actions for their life and issues. (Aggarwal, 2002).

In this section research has received use the relevant of media's role in women empowerment. Empowerment means the power of the authority to decide on a matter according to its own will. Electronic media plays many roles in society; it is not only a change but also a way of informing and entertaining people. Women's empowerment is an important issue for- women in and around developing countries. Most women are literate or low educated. They are dependent on male family members for their needs Women are powerless in many areas of life, especially in developing countries. They are dependent on men in many ways. No doubt, education and training of society is best tool to empower women. The electronic media can play an important role in raising awareness about women's empowerment in society. A critical analysis of the role of the media in women's thinking helps to conclude that the media plays some positive role in educating women about empowerment but needs some improvements. Media writers can help people understand their problems, their causes, and tips for solving them. Empowering women is the solution to most problems for women and their families. May be best to promote education and independent thinking by recognizing rights and responsibilities in society (Akhter & Naheed, 2022).

The electronic media has a role to play in making people aware of strategies to empower women and enabling them to contribute to the development of a society. This study attempts to examine the role of electronic media in empowering women in Pakistan. Analysis media

usage behaviors of women. Evaluates the-effect of media on women's empowerment. It has highlighted some of the effects of the mass media on women's empowerment, recommends measures for policy makers and communities to use the media to inform people about women's empowerment. This study contributes to the understanding of women's media use in the country. The most important thing for women to understand is that advertising is not entertainment. It is the foundation of education, women's development and women's empowerment. It also raises women's social awareness and educates them about their rights, responsibilities and social issues. However, the influence of women on business development is weak. It's not about teaching them the skills to earn an income, gain equality in society. It has suggested writers to write information that educates people about the benefits of women's empowerment for individuals, families, and men, and educates people about strategies to empower women through support (May, 2022).

This article aims to make a link between women's-empowerment issues and social participation in-order to achieve female population in all sectors of Pakistani society. We can be divided into at least three different classes in Pakistani society based on economic concerns. The classification can be divided into upper class, middle class, lower class. Another thing to consider is leadership. Cultural values have more or less equal value on-women's lives; Although they belong to different classes, the nature of each class is different in-terms of violence. Women in the upper echelon are generally well-educated, financially strong, and capable. The women in the middle class do not speak up well against the violation of their rights, and this is mostly due to the opinion of the men in the family (although mothers mostly uneducated or semi-educated, are equally responsible to enforce these negative thoughts) The foremost defense less are the woman of the lower strata because they do not have the resources to fight injustice, especially domestic violence, and do not-know their basic rights what to say of her desire to get education and In this context, the concept of empowerment of women is worth oriented task particularly for the lower and middle classes because these are handicapped in money and education. Pakistani women are facing various challenges like poverty, corruption, gender issues and feminism injustice to overcome the issue of empowerment When the reasons why women are inferior and weak in society are examined, it is seen that there are customs, traditions, social attitudes, ignorance of religion and racism in many parts of-the world. Empowerment is not an issue for women in developing societies, but women of the developed societies do tackle this problem in their decision-making. There are so many factors that affect the lack of empowerment of women, such as tribal mindset, low literacy rate, patriarchy and so on (Awan, 2022).

Empowering women is a big debate in building society and is the biggest challenge of this century. There are many reasons, but lack of literacy is a huge barrier for women empowerment. Due to patriarchal rule, women cannot make independent decisions or make decisions on their own. Even educated women who are successful in the development of society need permission from the men in the family to decide on domestic issues. In this case, it is very important to be more aware of women's rights. It is almost impossible to empower

women and access basic rights. Empowering women is not only the first step for the family, but also a way to improve the relationship. Therefore, empowering women is one of the needs of social development and a way to bring about positive change in underdeveloped societies. The media is a very powerful tool to transfer basic information, norms and social values to the public at large. This is an easy source of getting informal about education and increase information related social environment. Journalists and presenters can understand the problems, causes and causes of the problems of the masses and offer solutions by writing and speaking in programs, even entertainment programs. (Moroojo & Shafiq, 2021).

The reason for social and social inequality in developing societies is the lack of empowerment of women. Media can be good and necessary to promote women's empowerment issues and raise public awareness about women's empowerment. Both types of media have a very significant and powerful demonstration to raise the awareness among ladies and girls which can contribute to social development of the society. The current research was an attempt to assess public views regarding role of media in women empowerment. The current study would be helpful for women rights activists to plan a media campaign which promote women rights in society and make social environment safe for-women. In this study, the meanings of women empowerment are linked towards the power of authority to determine her own will in order to do better things for her future, family, country or to spend her life as she wishes and to contribute to a better life and freedom, Judgment for family. The government must introduce a solid policy and spread awareness regarding women rights and women empowerment through media (Khan, 2021).

Governments, schools and nongovernmental organizations have a responsibility to prevent all forms of discrimination against women. In addition to these, mass media also play a major role in this regard. Because the media plays a very important role, disseminating and interpreting a lot of information, innovations and news. Today, electronic media constitutes an important part of our lives. Almost everyone benefits from mass media. In fact, the power to communicate our ideas and goals to women's business is very strong. Women's media literacy and access to and control of all forms of media are still limited in many societies. Increasing opportunities for women's participation and self-expression and participation in decision making processes through new technologies in media and communication have in part encouraged women. The powerful and effective role that the media can play in women's empowerment an d gender equality should be encouraged and further explored. Over the years, technological development has facilitated international communication across national borders, as well as influencing public policy, privacy and behavior, particularly for children and youth. The potential for social media to have a positive impact on the advancement of women is ubiquitous. Many women work in communications, but less so in decision making positions or in governing bodies and organizations that affect media policy. Many women, especially those in developing countries, do not have access to Everex pending electronic information systems and are therefore unable to build networks that can provide them with other information. Therefore, women need to be involved in decision-making processes regarding the

development of new technologies so that they can participate in their development and impact (Nath, 2020).

RESEARCH METHODOLOGY

RESEARCH DESIGN

Data will be collected in Nawabshah City applying a survey method and a quantitative research design.

RESEARCH POPULATION

Nawabshah City is the research's target population.

SAMPLE SIZE

The survey was sent out to 200 individuals in Nawabshah City, and 120 of them responded.

DATA COLLECTION

Data will be collected through survey questionnaire by using random sampling techniques targeted population Nawabshah city.

DATA ANALYSIS

After the collection of data, the survey data will be analyzed through the latest statistical package for social services (SPSS) software techniques. E.g. (chi-square, Anova, t-test) Statistics, both descriptive and inferential, will be used to analyze the data. The demographic data and social media usage of the participants will be compiled using descriptive statistics. The relationship between the role of electronic media in women's empowerment and the use of "technique chi 'square" to test the hypotheses will be examined using inferential statistics, such as regression analysis and correlation. The quantitative information gathered via a Google form was analyzed using the statistical software SPSS.

FINDINGS OF STUDY

AGE OF RESPONDENTS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	14 To 18	7	10.3	10.3	10.3
	19 To 23	44	64.7	64.7	75.0
	24 To 28	13	19.1	19.1	94.1
	29 To 50	4	5.9	5.9	100.0
	Total	68	100.0	100.0	

Figure 1 shows that 7 respondents are 14 to 18, 44 respondents are 19 to 23, 13 respondents are 24 to 28, 4 respondents are 29 to 50.

GENDER OF RESPONDENTS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	37	54.4	54.4	54.4
	Female	31	45.6	45.6	100.0
	Total	68	100.0	100.0	

FIGURE 2 shows that 37 are Male and 31 are females' respondent

DO YOU WATCH TELEVISION?

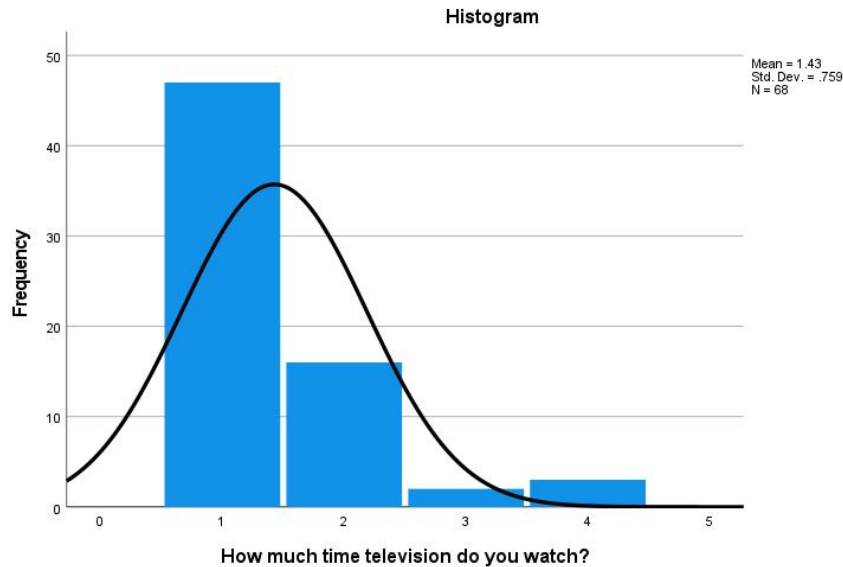|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	51	75.0	75.0	75.0
	No	5	7.4	7.4	82.4
	May Be	12	17.6	17.6	100.0
	Total	68	100.0	100.0	

Table 1 displays that 75.1% of respondents say they watch television, while 17.6% say they might. The remaining participation rate was 7.4%.
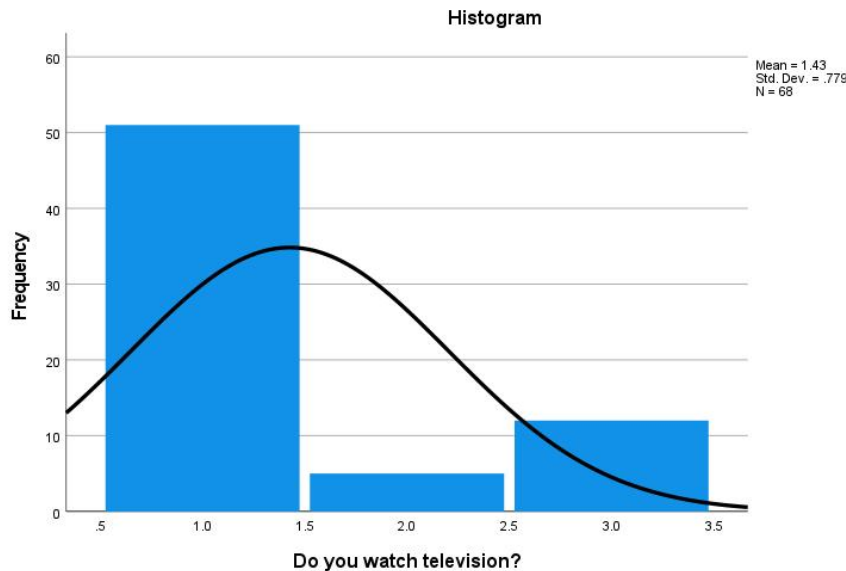
HOW MUCH TIME TELEVISION DO YOU WATCH?

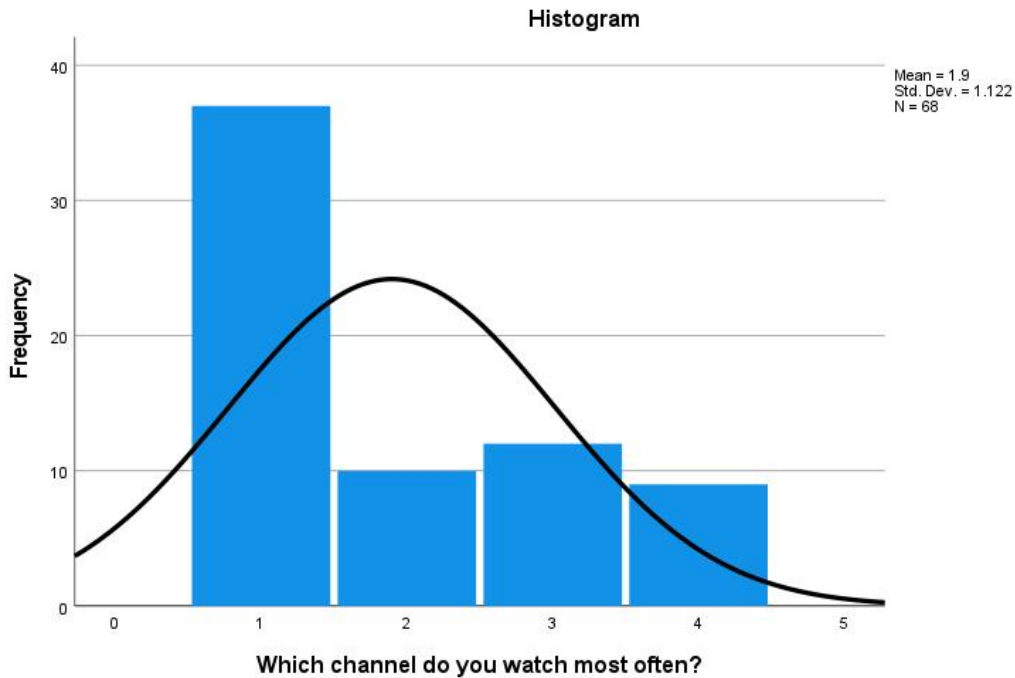|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1H	47	69.1	69.1	69.1
	2H	16	23.5	23.5	92.6
	3H	2	2.9	2.9	95.6
	More than 3H	3	4.4	4.4	100.0
	Total	68	100.0	100.0	

Table 2 Show that 69.1% of 1H respondents watch television regularly, compared to lower percentages for other respondents.

Histogram
Mean = 1.43
Std. Dev. = .759
N = 68

WHICH CHANNEL DO YOU WATCH MOST OFTEN?

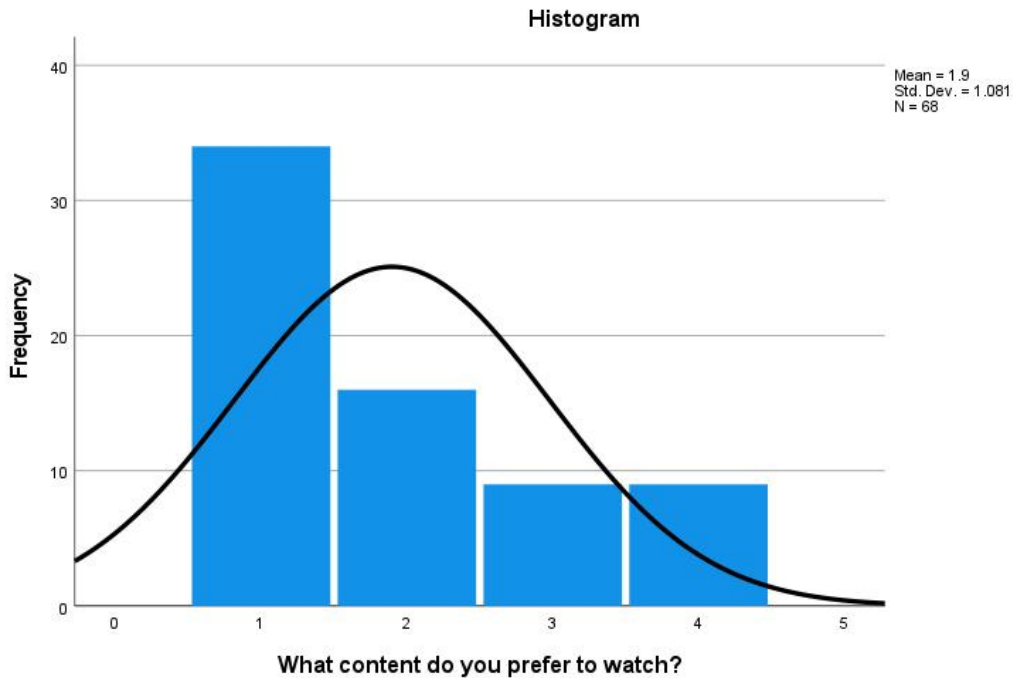|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Entertainment	37	54.4	54.4	54.4
	News	10	14.7	14.7	69.1
	Sports	12	17.6	17.6	86.8
	Other	9	13.2	13.2	100.0
	Total	68	100.0	100.0	

Table 3 indicates that 54.4% of respondents love entertainment, 17.6% are sports fans, 14.7% are news readers, and 13.2% are other.

WHAT CONTENT DO YOU PREFER TO WATCH?

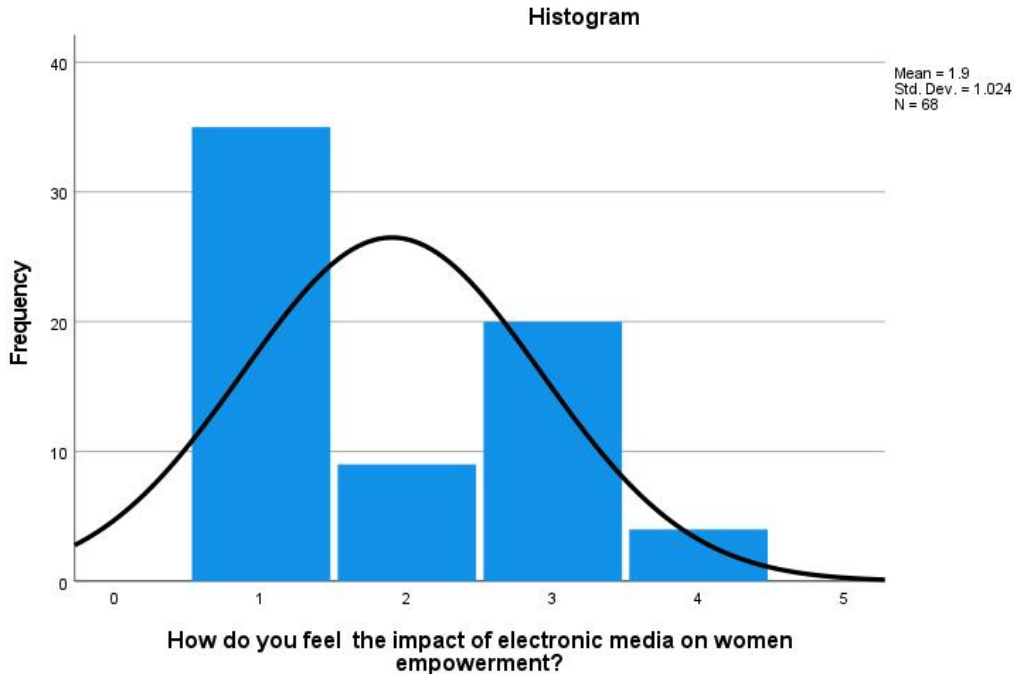|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Movies	34	50.0	50.0	50.0
	Science Fiction	16	23.5	23.5	73.5
	Documentary	9	13.2	13.2	86.8
	Education	9	13.2	13.2	100.0
	Total	68	100.0	100.0	

Table 4 reveals that respondents who responded were divided into four categories: science fiction (23.5%), movies (50.0%), documentaries (13.2%), and education (13.2%).

HOW DO YOU FEEL THE IMPACT OF ELECTRONIC MEDIA ON WOMEN EMPOWERMENT?

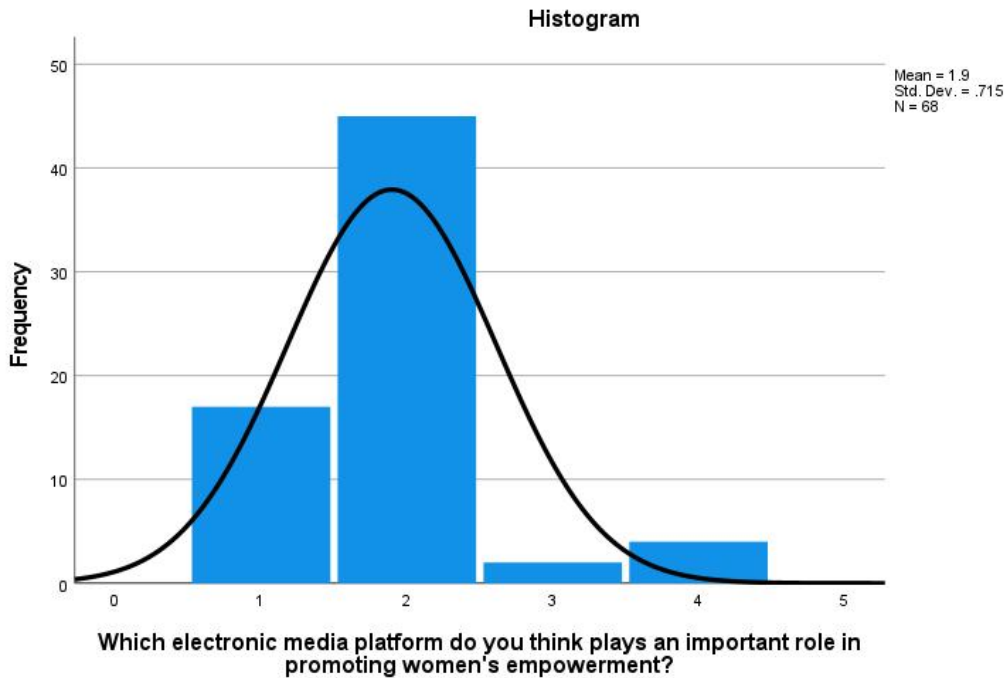|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Positive	35	51.5	51.5	51.5
	Negative	9	13.2	13.2	64.7
	Neutral	20	29.4	29.4	94.1
	Uncertain	4	5.9	5.9	100.0
	Total	68	100.0	100.0	

Table 5 shows this while very few respondents (i.e., 51.5%) are positive.

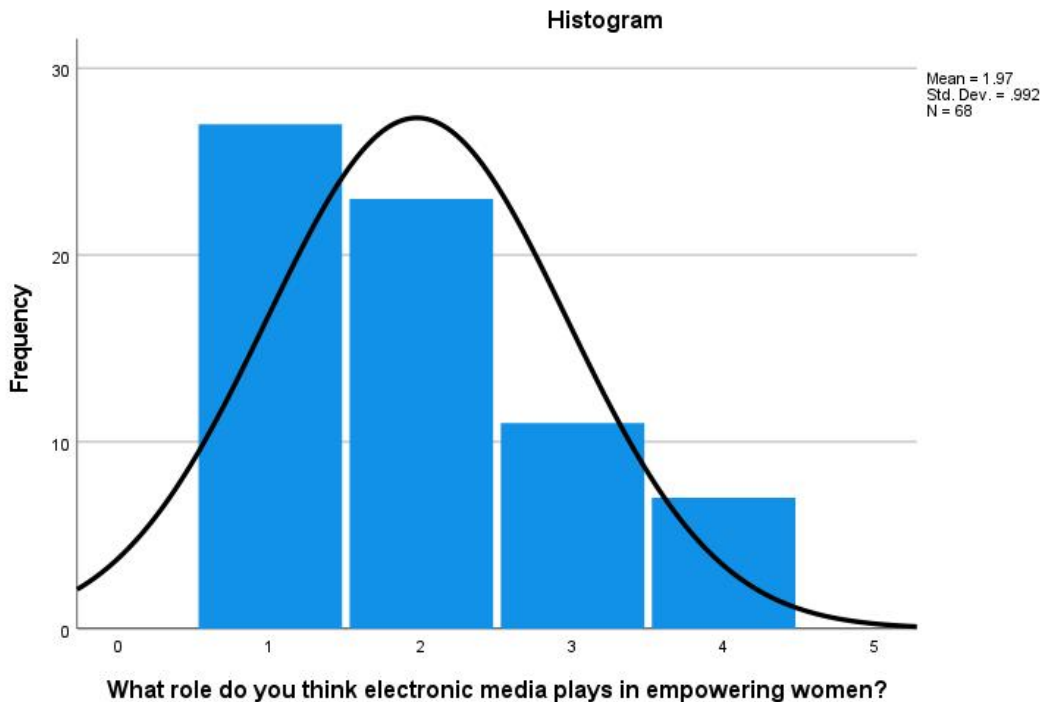**WHICH ELECTRONIC MEDIA PLATFORM DO YOU THINK PLAYS AN IMPORTANT ROLE IN PROMOTING WOMEN'S EMPOWERMENT?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Television	17	25.0	25.0	25.0
	Social Media	45	66.2	66.2	91.2
	Radio	2	2.9	2.9	94.1
	Online News websites	4	5.9	5.9	100.0
	Total	68	100.0	100.0	

Table 6 show that 25.0 % of television respondents,5.9% of online news websites respondents,2.9% of radio listener while heavy respondents of social media user 66.2%.

Histogram

Mean = 1.9
Std. Dev. = .715
N = 68

Which electronic media platform do you think plays an important role in promoting women's empowerment?

WHAT ROLE DO YOU THINK ELECTRONIC MEDIA PLAYS IN EMPOWERING WOMEN?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Provides access to educational resources	27	39.7	39.7	39.7
	Amplifies women's voices and stories	23	33.8	33.8	73.5
	Encourage economic opportunities	11	16.2	16.2	89.7
	None of above	7	10.3	10.3	100.0
	Total	68	100.0	100.0	

Histogram
Mean = 1.97
Std. Dev. = .992
N = 68

What role do you think electronic media plays in empowering women?

HYPOTHESIS TESTING
HYPOTHESIS 1
CHI-SQUARE TESTS

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.755[a]	4	.440
Likelihood Ratio	5.271	4	.261
Linear-by-Linear Association	1.101	1	.294
N of Valid Cases	68		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 1.54.

Here, 3.755 is the chi-square test statistic. This test statistic's associated p-value is higher than.05. We conclude that there is an insignificant correlation between the number of cells that have been counted and the number of cells that have not been counted as a result of failing to reject the null hypothesis.

HYPOTHESIS 2
CHI-SQUARE TESTS

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.058[a]	6	.802
Likelihood Ratio	3.400	6	.757
Linear-by-Linear Association	1.115	1	.291
N of Valid Cases	68		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .53.

For this test, the chi-square test statistic is 3.058. For this test statistic, the p-value is greater than.05. This indicates that there is no significant relationship between the number of cells that have been counted and the number of cells that have not been counted, resulting us to conclude that the null hypothesis cannot be rejected.

HYPOTHESIS 3

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.452[a]	4	.835
Likelihood Ratio	1.518	4	.823
Linear-by-Linear Association	.343	1	.558
N of Valid Cases	68		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .66.

For this test, 1.452 is the chi-square test statistic. This test statistic has a p-value that is greater than.05. As a result, we are able to reject the null hypothesis and come to the conclusion that there is little correlation between the number of cells that have been counted and the number of cells that have not.

DISCUSSION AND CONCLUSION

DISCUSSION

In developing societies, women have been viewed as the most marginalized group. Due of their conservative mentality, women in many countries are extremely rare in having the authority to make their own decisions, even when it comes to domestic and personal matters. Thus, women's empowerment is a significant issue and is being discussed in social scholars. Any society can make great strides toward achieving its goals by empowering women. Progress in both social and economic arenas. Print and digital media have enough contribution to raise the status of women in society. It's always been immensely affected and influenced people's thoughts. It functions as a sort of agent for behavioral change. The societies. Numerous researches were carried out to evaluate the connection between role of the electronic media and women's empowerment. Regarding the contribution of books and magazines to women's empowerment, opinions held by men and women are same. It has been accepted by both genders that books and magazines play a significant role in promoting women's empowerment in the current world. According to Akhter and Naheed (2014), the current study's result conflict with those of the earlier study.

CONCLUSION

A key problem that needs to be addressed in societies that are both developed and developing is the empowerment of women. This is due to the fact that in the absence of an environment that grants women equal rights and opportunities, they have to deal with issues such as unequal pay, under representation in politics and education, health problems, and violence against women, which is a serious concern for women in general. By empowering women alone, we can guarantee a bright and suitable future.

Furthermore, the media plays a critical role in promoting women's empowerment in society, which helps this segment of the population develop economically and socially. The media can play a valuable role in bringing focus on women's issues and serving as a useful tool for activists to promote gender equality in society. As a result, changers can be employed with both print and electronic media. Starting media campaigns about women's empowerment can alter how individuals view things. Based on the results of the current study, women expressed satisfaction with the media's role in empowering women. In contrast to respondents who were female. It is possible to define each type of media's function. For example, electronic such as print media like books and newspapers, radio, television, as well as the internet. But there's still a long way to go before we are able to successfully empower women and improve their quality of life in society.

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