PORTRAYAL OF WOMEN IN MEDIA

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ABSTRACT

This research focuses on Women Journalists in Media. Today's media is the most potent weapon for forming an image in the minds of its audience. In the past, the media has demonstrated that females are homemakers and males are breadwinners. Women are represented as being ambitious, intelligent, attractive, romantic, affable, and tranquil. Males are depicted as intelligent, strong, and fair. This research relies on both primary and secondary data. A closed-ended questionnaire was used to perform this investigation. Introduction to the Women Journalists in Media is two of the study's chapters. The second chapter is a review of literature, the third is objectives, and the fourth is the research methodology. The fifth chapter is an analysis of information obtained, and the last two are results and conclusions.

Keywords: Online harassment, Women journalists, Gender portrayal, discrimination, workplace harassment, harassment.

INTRODUCTION

GENDER AND MEDIA:

Women writers began to speak out against the Western tradition particularly with the women's suffrage movement, which led to criticism of the largely white male viewpoint in ancient writings. Gender, according to these feminist thinkers, is both a function of the role we are allocated in society and a manifestation of our personality. Prior to the development of second-wave feminism, women's studies, and studies on gender stereotype in literature, the focus was on the portrayal of sexual identity in literature. In recent years, a new generation of academics has begun to investigate gender representations.

GENDER REPRESENTATION IN MEDIA:

Male and female representation in all media occupations is becoming increasingly imbalanced. In addition, the percentage of women in the media field and newsroom was growing. Moreover, when the "extended" word was added, the percentage of women participating in online-only media organisations was nearly equal to males (or 47.8%). However, the media is and has always been dominated by males with significant power, which is no more than a niche. Several news organisations are attempting to attain gender parity in their employment today. Gender discrimination at work is a key problem for many international institutions and non-governmental organisations. In today's culture, the media wields considerable power. It helps mobilise individuals on socio political concerns by reporting, presenting, and analysing news. People are increasingly turning to the media not merely to be informed, but also to shape their ideas. As a result, it is critical for the media to represent the variety of its viewers, including gender diversity, in its work and workspaces. The media has an important role in culture, setting the agenda, moulding public opinion, and organising individuals through covering and reporting on important subjects. As a result, it is critical for the media to reflect the different perspectives, causes, and topics that matter to its listeners. However, the significantly unequal percentage of male-female authors and anchors in print and television media has been shown by a paper titled "Gender Inequality in Indian Media." While there is more diversity in digital content, the overall male supremacy in newsrooms persists.

The analysis issued by Media Rumble in partnership with UN Women, identified no women in senior roles among the six English and seven Hindi publications it studied for 6 months till March 2019. Only 13.6 percent, 20.9 percent, and 26.3 percent of women in leadership roles such as editor-in-chief, managing editor, executive editor, bureau head, or input/output editor were seen in magazines, TV channels, and internet portals, respectively. Nonetheless, in India and around the world, the media is primarily dominated by men. Women are frequently allocated to 'soft beats,' such as Entertainment and Fashion, whereas men are more likely to cover 'hard beats,' such as Politics, Economy, and Sports. The bulk of leadership roles are held by men. The Indian media effectively denies almost 50 % of the population a chance to influence public opinion by marginalising women's voices and viewpoints. This is in direct opposition to the concepts of justice, equality, and democracy.

Because of the mismatch in power and representation, males are frequently the ones who get to talk about women's difficulties. This just reinforces patriarchal norms and biases. As Sandra Harding points out, a woman's viewpoint cannot be justified; an unfair social system can only be criticised after witnessing and being in her social standing. When a fictitious female journalist emerges on film, she's probably about to have a sexual encounter with one of her informants. It's a stereotype that irritates real women in the news and it may have real-world ramifications. Female reporters in programmes like House of Cards and films like Thank You for Smoking are willing to sell sex for data. Even when sex with informants has nothing to do with ambition—as in Sharp Objects, Top Five, Trainwreck, and the Gilmore Girls revival, to name a few—it depicts unethical behaviour. At the same moment, the number of threats against female journalists has risen. According to a UNESCO survey of 901 journalists from 125 countries, 73 percent had been harassed online. In a 2019 study of women and gender non-conforming journalists in the United States and Canada, 70% said they had received threats in the following 5 years, and 85 percent said they had grown less secure. Around the world, journalism is a male-dominated field. The International Women in Media Foundation reviewed more than 500 firms in over 60 countries for a global study on the Status of Women in the News Media. In most nations, males hold the great majority of managerial and news-gathering roles, according to the survey. Men occupy nearly two-thirds of the positions in the ranks of reporters, according to the survey, compared to 36% for women.

OBJECTIVES OF THE STUDY

- To explore how women are portrayed in the media.
- To study how men and women are presented in the media.
- To explore gender norms and characteristics in the media.

HARASSMENT TOWARDS WOMEN IN WORKPLACE :

Gauri Lankesh, a prominent Indian left-wing journalist, has been attacked several times for talking out against India's prime minister and the Hindu right. On the night of September 5, 2017, she got home in Bangalore and was close to her front door when she was shot once in the chest and again in the back by two guys on a motorbike who killed her instantly.

As shown in Writing with Fire, the 40 female Dalit journalists of Khabar Lahariya are breaking that story by writing their own. To disrupt the patterns, these ladies sprang from the constraints and customary duties imposed by their caste. Rather than reporting on the daily news, Khabar Lahariya journalists examine events and topics through a feminist lens, focusing on how these stories affect women of all castes in rural Areas. Article 15 of the Indian constitution protects women from gender discrimination, whereas Article 39(d) guarantees equal compensation for equal labour for men and women. Gender discrimination and female lack of representation, however, remain in practically every aspect of life in the country. Women's contributions continue to be undervalued, whether at home or at work, and they are underpaid or unpaid. They are also abused and intruded upon; the Metoo campaign exposed a system of sexual harassment and assault, particularly in the entertainment sector and the media, in horrifying detail from past few years. As a result, it is the media industry's obligation to address the problem of gender diversity in the workplace. We conducted a quantitative investigation in this paper. Hopefully, it will serve as a starting point for further investigation and gaining a better knowledge of it. To provide a complete analysis on women's involvement in the Indian media, the research rummages through Hindi and English newspapers, TV channels, news websites, magazines, and radio stations. Women are underrepresented in print, television, and internet media, according to the report. Few women are given the opportunity to write or talk about issues such as the economy, sports, defence, or international affairs. Women cover Culture, Entertainment, and Public Life in greater numbers than males, but still significantly less than their population needs. For female journalists, the fear of internet abuse is always present. Because communicating with audiences on social media is frequently an anticipated aspect of the job, the Centre for Media Engagement needed to understand more about the types of online abuse that female journalists encounter, how it impacts their work, and how they deal with it. This type of violence targeting female journalists is not unique to India; it occurs all across the world. MalalaiMaiwand, a well-known Afghani journalist for Enikass TV, was shot and killed together with her driver on her way to work in Jalalabad in December 2020. Maiwand had already spoken out about the hazards of being a female journalist in Afghanistan as an activist. Some women are singled out for being active in the media rather than for their political or ideological beliefs.

Female journalists are being harassed and threatened online all throughout the world, including in the United States. The International Women's Media Foundation, which provides training,

grants, and assistance to female journalists, responded to the problem by funding Trollbusters, a nonprofit that assists female journalists and writers who have been harassed online. Trollbusters may assist women in identifying threats, reporting them to the appropriate authorities, and practising good "digital hygiene" to make them less susceptible in the future.

Online abuse of women journalists is a worldwide issue that must be addressed, according to interviews with journalists in Germany, India, Taiwan, the United Kingdom, and the United States. Even though journalists are required to join in online conversations, most of the women respondents said they have been harassed as a result and have received no assistance from news organisations. Some took precautions to safeguard themselves, though some even adjusted their reporting methods to address the issue. Since then, online abuse has become a fresh frontline in journalism wellbeing, with women journalists being particularly vulnerable. The psychological, physical, and cyber-security consequences of this rising freedom of speech problem are overlapping, merging, and sometimes interdependent.

The effect is defined as a set of online harassment and abuse, such as targeted attacks that frequently include risks of physical and/or sexual violence; online security and privacy breaches that can reveal identifiable details and aggravate offline safety threats experiencing women journalists and their sources; and organised disinformation campaigns utilising misogyny and other forms of hate talk. Misogynistic gangs trying to silence women, as well as State-linked misinformation networks working to undermine press freedom and restrict critical journalism through coordinated attacks, are among the culprits.

Online attacks on female journalists seem to be on the rise, especially in the light of COVID-19's'shadow outbreak' of violence against women. As this investigation shows, online aggression is spilling over into the real world, with possibly fatal repercussions. As a result, the necessity to address the issue becomes even more pressing. Another finding of our study is that most female journalists do not disclose or make public the online assaults they are subjected to, which is consistent with the reduced rate of reporting on violence against women in general. As our participants also evidenced, many media employers are still hesitant to take web - based violence deeply. This is in line with the online communications organisations' apparent failing to take efficient measures to address the freedom of expression and sexual equality crisis, as their

platforms and apps accommodate much of the bullying, threats of violence, and abusive behaviour directed at women journalists. Women journalists suffer severe psychological injury because of online aggression, especially when it is widespread and persistent. In fact, psychological health repercussions were the most mentioned by the women journalists polled, with several claiming to have sought medical or psychiatric assistance or taken time off work to recuperate. Online violence, on the other hand, isn't limited to the digital realm. It spills over into the real world, inflicting both physical and psychological trauma. Increased offline safety hazards are a result of cyberattacks that elicit mob responses, as well as digital security vulnerabilities.

In an age of digital journalism, interconnected misinformation, toxic internet forums, and radical political actors that weaponize social media and use sexism to condemn women journalists, the importance of internet communications firms as vectors for online attacks against them cannot be overstated. Facebook, Twitter, WhatsApp, YouTube, and Instagram were the top 5 platforms or applications in terms of usage. However, among the respondents, Facebook received a relatively large number of official complaints pertaining to online violence, and it was also ranked as the least secure of these popular networks.

As a matter of press freedom as well as a safety concern for journalists, pressure is being put on these firms to respond quickly and effectively to online abuse trying to target women journalists. This entails the firms admitting to creating the conditions for 'platform capture,' as well as embracing international human rights laws and conventions requiring that the same rights and liberties provided to women in journalism outside be mirrored online. But, most notably, it necessitates investment in appropriate, collaborative solutions to the online violence recession that make a tangible difference in the lives of women journalists in these virtual communities run by wealthy and powerful corporations with the ability to do much more to safeguard the journalists they have courted as users.

SEXUALISING:

Inequality against women and men has also been fueled by the media. Gender stereotypes and expectations are reinforced by a range of platforms and sources, including linguistic patterns, activities, mediums, educational settings, historical passages, and art works and works. Female

sexualization is heavily centralised in the media. Female self-esteem, body image, and purpose in skimpy clothing and showing women subjugated to males may deteriorate when these platforms oversexualize women. Courtney and Lockeretz published one of the earliest study studies on role representation in advertising in 1971. The major four elements of women's stereotypes discovered by those analysts were a woman's role in the house, women unable to make critical decisions, men dependent on men, and women considered as sexual objects. The media has maintained for millennia that a woman's essence is founded on servitude and submission, dating back to women depicted in paintings and sculptures.

The fit, youthful, and skinny women who are pushed in the media through movies, television shows, ads, fashion shows, magazines and newspapers, children's cartoons, and music videos are the western standards of female appearance. To be considered attractive, women should conform to pictures of the perfect woman's high, white, skinny, tubular figure, blonde hair, as well as tv and music. Traditional female positions conform to women's cultural preconceptions and are more typically sexualized through their professions and attire, according to studies. Women are frequently underrepresented in media channels such as television and video games. Women are frequently shown in video games as individuals in need of assistance or in positions of assistance.

YOUTH STEREOTYPING EFFECTS:

Television, which "is widely reaching and purposely beautiful and entertaining, utilising archetypal communications that are rapidly consumed by the majority of the population," is commonly thought to have a key part in defining relationships to sexual harassment. Media has a behavioural impact and is "critical of adolescent romance, sex, and long-term relationships." As a result, objective media has significant societal repercussions, including a growing acceptance of stereotyped views. Moreover, there is a widespread idea that men and women require physical attractiveness or sexiness. Furthermore, pop music and films emphasise the value of beauty, reinforcing traditional gender roles and promoting negative gender relations. Male and female stereotypes are prized and internalised, according to young audiences, especially those hitting puberty and defining their gender orientation.

Hasan, N. (2020): Gender norms development is important for children's personal growth. This leads to the development of gender identification, which defines the child's adult role. The major setting in which a youngster grows his or her core personality is his or her household. Family members also impart gender roles in a number of ways. The growing media has a significant impact on this. The study looked at how gender is depicted in the media and how it affects how women are viewed in society. An analysis of the information of the Pakistani film "Ek ThiMarium" was used to achieve this goal (2016). According to the findings, modern media shows a shifting gender rather than a stereotyped gender portrayal.

Karen Ross, researched on (Women at Work: journalism as en-gendered practice): The importance of gender in the professional life of women journalists is investigated in this research. It uses information from a specific postal survey of participants of the Women in Journalism association in the United Kingdom performed in 1999 to imply that gender matters in the newsroom for some women but not for others, and that its influence is typically negative. Journalists highlighted some of the challenges of working in a male-dominated business, such as the low preference given to "women's" difficulties and the male-ordered atmosphere, which may be antagonistic to women with family obligations. Although there were significant confusions about the importance of gender in establishing a particularly en-gendered journalistic practise, the majority of the women respondents believed that more women in decision-making positions would have a favourable impact on developing a much more female news agenda, more women in decision-making roles would have an optimistic effect on developing a more women-friendly media agenda.

Kumari, A., & Joshi, H. (2015): Through data promotion and distribution, the media may play an important role in driving social transition, according to the paper. The substance of media channels reflects a society's moral code. The media's portrayal of women reflects society's general view. The way women have indeed been presented in the media, whether wittingly or unwittingly, is an extreme version of actual conditions and beliefs that bears little relation to reality. The problem is that it has a tremendous influence on today's teenagers' lifestyles, as they mimic and identify with the personalities represented in electronic or printed media programmes. The goal of this research is to learn about teenage views of sex-stereotyped female images in the media and how they relate to actual experiences. A sample of 100 students aged 17 to 20 years

old was chosen using a purposive sampling strategy. There were 50 boys and 50 girls among the 100 students in the sample. A self-created questionnaire was used to gather data for this investigation. The survey includes 70 questions aimed at eliciting comments from boys and girls aged 17 to 20 years old about sex stereotypical depictions of women in electronic and print media.