

ROLE OF MEDIA IN EMPOWERING WOMEN TO FIGHT AGAINST CORRUPTION

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Introduction

Media can have a vitally important role in the efforts to fight corruption – reduce or eliminate those things that create the decay of society. Even though it has been 65 years since India’s independence, we as a country have not been able to effectively address the challenges and fight of corruption and accountability and create a society where citizens feel empowered.

Media plays an important role in society. They report on current events, provide frameworks for interpretation, mobilise citizens with regard to various issues, and reproduce predominant culture and society and entertainment. As such, the media can be an important factor in the promotion of gender equality, both within the working environment and in the representation of women. This paper much focus upon youth population especially on young stars who are more attracted to television media. Since this is the condition the perverseness the media exerts on our society has an important influence on our attitudes, values and behaviour. The image of women as portrayed in the media deserves serious consideration because the way the women are presented in the media can be an important factor in shaping the next generation’s attitudes and behaviour towards women.

Today ICT’s has becoming popular in education scenario this will also help young women’s to actively participate in main stream of society to question the unfair, injustice attitudes against them. In a way mass media is a key industry to bridge the connections in promoting the awareness against corruptions.

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I. Interpretation of media in promoting active participation of women

Though media is an active channel in promoting and representing societal issues, progress, development. Newspapers T.V. Radio cinema, etc. Had made an effort to curb corruption in all its form expressed and experienced in different sense. Newspaper articles and publications have always been very alert concern with corruption issues, especially how does women face the issues and challenges regarding their rights and responsibilities. Famine, Gruhashobha, Taranga, Sudha some of the regional and national magazines have published the interviews and successful stories of empowerment of those women's, who had struggled with their lives and achieved success by questioning corruptions and gender inequalities.

But this paper focus upon the critical perspectives role of media in representing women and empowerment to fight corruption. In a way corruption is a complex concept in interpret in a particular manner. Today, had also occupied most of the fields of society.

But to increase the news popularities and rules as concern. There will be more or less a hurry to depict the conditions of women. In some of the situations it could be traced that to an extent poor and helpless women's who are victims of corruptions are not bought to the lime light. Their worries and sufferings have not been disclosed properly. Only few articles and writings for publications have been addressing it in a effortful manner.

More number of magazines, articles in newspapers are much more commercialising the situations for the sale and marketing purpose only. Good numbers of news are related to beauty care tips product promotions and life styles of upper class women's etc. Which will not fetch any fruit for majority of women's who are under the poor and middle mass categories. But, the facts the women of these categories face have not been highlighted properly.

Even though some of the T.V. channels have made an attempt to empower the women to fight corruptions like popular celebrities, in the shows representing them successfully. This would not be enough to bring awareness in true sense of manner.

II. Popular TV shows and women's representations

T.V. as a media is also a popular one, to exhibit and enhance the ideas related to not only to entertainment but much necessary to expose evils of society, especially corruptions, crimes, etc. T.V. news channels and project programmes few of them have been very successful. But they have been done to increase T.R.P rates is one such criticism heard elsewhere. Beyond this criticisms they face there are few news channels who have been very keen and alert to disclose corruptions regarding problems of street hawkers, vendors, chit fund allegations, corruptions issues faced by poor and middle class women's in these fields.

Who have lack of knowledge regarding financial transactions handling and maintenance etc. Though our laws and its agency have been doing their job sincerely still poor and middle class women's have to inevitably approach the media's to exhibit their pains die to corruptions. But how far media collects true facts in representing the issues is a matter of concern.

Today we can address lakes and cross of women in India who hails from poor and middle class families who are uneducated or having little awareness with regard to marketing skills and self employment etc. They lack technological skills, banking knowledge not even able to read the transaction documents before signing it up etc.

Even some of the women's associations at organisational set up itself face some of the technical knowledge regarding business transactions. But women's at unorganised sectors have been facing harassments by themselves and by others from outer side. Pickle making, basket making, sales of ayurvedic products, honey, butter, etc. Not even able to know the process of bargaining no idea of leadership qualities.

Even though local self government authorities and women's associations have been giving them training in workshops. Still it is unsatisfactory as these women's felt in this developments. So, it is quite natural they will be victims of corruption and at the end they prefer to approach media to news channels.

III. Impact of media awareness on younger generation of women empowerment

Every system has its own advantages and disadvantages. So, far it difficult that or no one could even claim they had fully curbed. Won the corruptions at all the levels. In this process the role of media is expected to be very transparent and ethical as it claims itself in such a way.

But there are certain hurdles and loopholes found in this context too. Apart from comments and criticisms media can play effective role in motivating peoples against corruption. Be it the concept of note ban, cashless transaction etc. Above all it should also identify the true picture of poor's, especially the very soon victims like women's. In the process of curbing corruptions is concerned it is necessary to educate the masses people or society that how to deal with the confusions of corruptions at micro level and at grass root level.

T.V. reporters their effective anchor, will not be enough to question chaos in society or news taken up for discussions. Above all, they could focus even much more upon the victims of corruptions, they can set up the programmes to initiate upon operating of technological mechanisms necessary to adapt in fast growing complex and competitive society.

Interactional programmes, live discussions which should be made profitable to reach the masseurs in its true sense of responsibilities for example rural women's participations in legal awareness and to question corruptions that is to say skill of vigilance etc. Young girls or students of rural colleges, conducting interaction programmes, gathering of opinions, drama, kits etc. Is also very essential through media.

IV. Suggestions and Recommendations

After analysing the role of Media and corruption it can be said that Media plays and has the potential to play significant role in combating corruption. It can be used as a tool in exposing corruption by conducting various operations following the ethics and morality principle, thereby exposing fraudulent practices in Government, private sector, NGO, and other civil society organisations.

To improve investigative journalism, journalists should be given proper training to combat corruption effectively It is important for media to be independent from any kind of

political interference and function effectively; the legal system should be such that it cannot be misused.

The objective of media should be to act as watchdog of society. Poor working conditions and remuneration of journalists are the issues which are to be addressed, because this could impede the effective working of media as a class. Reporting should be made with the aim of raising awareness amongst the people so that opinion of citizen becomes stronger and can fight effectively against corruption. Media organisations should employ experts in the area of law, economics, commerce, accounting etc. to have strong evidences to cover corruption.

The feminist movement and the fight against corruption are not so apart. Both require a general consensus on its significance, and both have a positive and progressive impact to society. The women's movements has been removed from the anti-corruption campaign, when in fact, women and children are the most vulnerable and effects that corruption have on the most marginalized communities in society.

As primary care-givers for families, women are often in more frequent contact with basic services like education and health facilities and are thus more exposed to demands of bribes. While the whole family suffers the consequences of corruption, women can be disproportionately affected.

The nation belongs to its youth. They are the makers of tomorrow. What they do today will reflect in the society tomorrow. To live in a society, that is corruption free, we need people with quality, of mind and thoughts. If those people come forward to build a strong nation, our dream of a corruption free society is never far away. Media has, to an extent lost its sense and has become sensational. Inflation affects only the middle class and levels that come under. Our businesses have forgotten the meaning of corporate social responsibility to an extent. These are all in fact, true condition of our society.

V. Conclusions

There must be a gender focus to the fight against corruption. Empowering women and promoting their participation in public life should be a cornerstone of any intervention. To eliminate discrimination against women, it is time we recognise why and how corruption discriminates against women and girls differently than it does men. Seventy per cent of the

world's poor are women and girls and corruption keeps them without jobs, education, healthcare, clean water and legal rights. Unequal power dynamics between women while the whole family suffers the consequences of corruption, women can be disproportionately affected and men make women more vulnerable to the impact of corruption, limiting their chances to get involved in politics, save money or use public services. The Print media should reflect the voice of a common man against corruption and should also raise awareness about their rights and mechanisms so that public can take appropriate action against corrupt people.

Media organisations should employ experts in the area of law, economics, commerce, accounting etc. To have strong evidences to cover corruption. Media and corruption fighters should work hand in hand to facilitate each other's work effectively. The objective of media should be to act as watchdog of society. Poor working conditions and remuneration of journalists are the issues which are to be addressed, because this could impede the effective working of media as a class. Reporting should be made with the aim of raising awareness amongst the people so that opinion of citizen becomes stronger and can fight effectively against corruption.

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