

## “WOMEN BECOMING THE VOICE OF THE NATION THROUGH MEDIA AND MASS COMMUNICATION”

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Women have always been revered and worshiped in Bharatvarsh. It is believed that a woman is a form of goddess. Women have been playing vital role in the making of both home and workplace. They can be seen contributing in various sectors thereby helping in the economic development. Hardly there is any sector that hasn't seen the contribution of women. They hold an indispensable position in the society. Media and Mass Communication are also the sectors which have been benefitting with the work of women. The role of women in media is both impactful and transformative, as they contribute to shaping societal norms, influencing public opinion, and fostering change through storytelling, journalism, and entertainment. Women in media hold key positions as creators, leaders, and catalysts for representation and inclusion. Their advocacy has historically played a critical role in societal reforms. Women play a crucial role in shaping culture and society through media, but there's still a long way to go in achieving full equity. Their role in media has been very challenging. Earlier women were underrepresented in leadership roles, especially in direction, production, and executive-level positions. Also, tasks like reporting, shooting and sting operations were often seen as man held tasks. Some societal norms also limit women's access to media careers. Women often face typecasting, limited to specific roles or narratives. The journey has never been easy and is still not but the significance of her role is irrefutable. Gradually women are stepping up to become their own voice. Women in media are changing how society views gender roles and empowering audiences to challenge traditional norms. Change is happening, often led by women themselves, who continue to challenge barriers and redefine the narrative. Women can be seen bringing attention to critical global issues, influencing policies and social attitudes. Bharat has progressed rapidly in past decade for which media has played an influential role. Women have been equal contributor for this fast pacing growth leading to Aatmanirbhar Bharat. Policy implications too have paved the path smoother for them. This paper aims at throwing light on challenges, transforming role, policy interventions for women in the field of Media and Mass Communication. It will talk about the women led development in the field based on observation and available literature. It will try to grab the attention of future researchers on the changing scenario of women in today's time. It will conclude about how encouraging women in media is essential for an equitable society and growth of the nation.

**Keywords:** Women, Media, Mass Communication, Challenges, Transforming Role, Development, Aatmanirbhar Bharat.

### INTRODUCTION:

The development of any nation is deeply intertwined with the empowerment and active participation of women. Women have always played a central role in shaping society, serving as family and community builders who provide emotional and social stability. As caregivers, educators, and moral guides, they nurture future generations and strengthen the foundations of society. Their influence extends beyond the home, as they are often the first teachers of children, instilling values, knowledge, and social norms that shape individuals and communities. In formal education, women serve as teachers, mentors, and leaders, fostering

intellectual growth and inspiring future generations. In Bharat women have been revered and worshipped as divine forces, embodying strength, wisdom, and prosperity. The concept of “मातृ देवो भवः” prevails in our country, which means divinity is seen in the mother herself. The mother is given the highest respect, often regarded as the first teacher and a divine presence in the family. Also, it is a practice to see all the feminine power as motherly figure, be it nature which is referred to as “Mother Nature”, or the Earth better known as “Mother Earth”, and the nation Bharat is also believed to be mother popularly termed as “**Bharat Mata**”. Mother has the highest place in the tradition of Bharat and that is the respect of a women. Beyond their roles in education and family, women are significant contributors in industry, actively participating in diverse industries ranging from agriculture to technology. One such industry that has been benefitting with the work of women is Media and Mass Communication.

#### • MEDIA AND MASS COMMUNICATION:

**McQuail, (2010)** explains Mass Communication as "The process by which a person, group of people or organisation creates message and transmits it through some type of medium to a large anonymous heterogeneous audience". The industry is known for the production and dissemination of information and messages to varied and large number of audience. The media and mass communication industry of Bharat is working as a support system to the economy, making significant contribution. (**Thajaswini, 2020**) Media is known as the fourth pillar of democracy, it informs educate and entertain the audience. It is the medium which brings awareness as well as influence people. Media stands as the most vital pillar of democracy, upholding its credibility as the voice of the people and the guardian of truth. As the fourth estate, it plays a crucial role in ensuring transparency, holding those in power accountable, and fostering informed citizenry. In a democratic nation, the media serves as a bridge between the government and the people, providing unbiased information, diverse perspectives, and a platform for public discourse.

The media and mass communication industry is currently growing at a faster pace since it backed up by the demand of consumers and revenue generation through advertising. According to a report generated by **FICCI-EY, (2020)** the Media and Entertainment Industry grew at higher rate than the economy, depicting the subscription based model along with the production of content creation. As per the **India Brand Equity Foundation, IBEF, (2023)**, the Media and Entertainment industry of Bharat is generating immense opportunities for job and it is estimated that it will reach US\$ 100 Billion in revenue by the year 2030, thereby becoming recession free sectors of Bharat. The highly demanding industry is expected to grow double fold in upcoming years, it is estimated to reach US\$ 12.2 billion by the year 2027-28.

Being vocal, the industry is contributing to nation not just economically but its social and cultural contribution is well acclaimed. Media industry is dedicated to make the nation self reliant economically. From the data mentioned above it is clear that the industry has immensely contributed to the economy of the country thereby paving path for Aatmanirbhar Bharat. The industry today is witnessing the tireless work of both men and women. Women play an important role in the media industry, influencing public opinion, shaping narratives, and driving social change. As journalists, editors, anchors, filmmakers, and content creators, they bring diverse perspectives and highlight issues that may otherwise be overlooked. Their presence in media ensures a more inclusive representation of stories, covering topics such as gender equality, social justice, and human rights.

## **REVIEW OF LITERATURE:**

Women in the field of Media have faced challenges yet contributed a lot. Mentioned below are reviews of a few studies that highlight the role and challenges of women in the Media industry.

A study on women citizen journalists in India (Pain, 2024) observed that digital and community media platforms are enabling women from resource-poor and rural backgrounds to actively participate in news production and social communication, thereby expanding women's visibility within journalism beyond traditional institutional media structures.

In a study conducted by Urbániková & Čaladi, (2024), it was found out that women often take on numerous small yet crucial tasks that may go unnoticed, while men are more frequently assigned prestigious roles, such as foreign business trips or positions like foreign correspondents, allowing them to stand out. In the workplace, ignorance includes reluctance to follow instructions from female superiors; sometimes requiring a male superior to repeat them, downplaying the importance of tasks assigned by women, and displaying disrespect in newsroom meetings, such as interrupting or taking credit for their ideas.

Recent studies and industry reports indicate a gradual yet significant shift in the representation of women within Indian media and digital communication spaces. (Barthwal, 2023) Research on contemporary Indian media observes that women are increasingly being portrayed not merely within traditional domestic roles but also as professionals, decision-makers, entrepreneurs, and independent public voices. The growing presence of women creators, journalists, influencers, and digital entrepreneurs reflects how communication platforms are expanding opportunities for visibility and participation.

According to UNESCO, (n.d.), women journalists and media professionals are increasingly targeted by both online and offline attacks, facing unique and disproportionate threats around the world. They are subjected to gender-based violence, including stigmatization, sexist hate speech, trolling, physical assaults, rape, and even murder. UNESCO actively promotes the safety of women journalists, working alongside partners to identify and implement effective strategies.

(Dhiman, Role of Women Journalists in the Development of India, 2023) Women are the backbone of society and play a crucial role in both the household and the workforce. However, when they step outside to work, society often perceives them differently. In the field of journalism and mass communication, often regarded as the voice of the marginalized; media is expected to play a key role in raising awareness about women's rights and empowering them. In Bharat, the presence of women in journalism has been steadily increasing across various media platforms, including television, print, radio, and the Internet. Women are taking on leadership roles as photographers in print media, news anchors on television, and radio announcers. Additionally, advancements in new media technology have expanded opportunities, enabling journalists to work from home and further contribute to the industry.

Ray, (2008) said that, like many other professions, women in the media have forged ahead with determination, paving an impressive and inspiring path. Over the past five years, they have increasingly entered the mainstream, securing previously unattainable positions and demonstrating their capabilities across both print and television media. Today, women have become essential to the industry. To sustain this progress, women's organizations and media groups must actively support and promote these advancements. Encouragingly, a diverse range of women's media initiatives is already making a meaningful impact.

The review of literature shows that there have been many obstacles on the way for women, yet they have conquered the obstacles well and made their own name. It is imperative to draw a detailed overview of challenges faced by women in media and their transformative role brought the change.

### **OBJECTIVES:**

- To study the challenges faced by women in the Media and Mass Communication Industry.
- To highlight the transformative role of women in the industry.
- To study the impact of women in the media industry.
- To analyse how women become the voice of the nation through media.
- To study the policy interventions and interpret the road ahead.

### **HISTORY:**

(Dhiman, 2023) The history of women working in media and mass communication sector can be referred to the times of 18<sup>th</sup> century it was then when women came upfront to contribute to magazines and newspapers as columnists and correspondence. The participation was limited as well as resisted then but as the time passed by their participation increased and the 19<sup>th</sup> century so the rise of women rights. As more number of women journalists kept coming in the sector the issues faced by them became a part of self advocacy. On the start of 20<sup>th</sup> century the role of women in media industry grew rapidly and witnessed the multidimensional talents of women in the sector. Featuring writing reporting, live coverage, surveys and anchoring. Women journalists also significantly played role in the coverage of World War II thereby shutting the barriers caused by gender discrimination in the newsrooms.

### **CHALLENGES FACED BY WOMEN IN MEDIA AND MASS COMMUNICATION:**

The challenges and roles of women in media are multifaceted, reflecting the ongoing struggle for equality, fair representation, and meaningful opportunities.

#### ➤ **Underrepresentation and limited opportunities for Career Growth:**

Women are underrepresented in leadership positions (e.g., directors, producers, editors). Certain genres (e.g., action, politics, technology reporting) see fewer women. The “glass ceiling” remains a barrier, making it difficult for women to attain higher-level positions. Women often face typecasting, limited to specific roles or narratives. Earlier they were assigned “soft” roles (e.g., fashion, entertainment) rather than serious topics like politics or investigative journalism.

#### ➤ **Inequality in Salary:**

Women in media often earn less than their male counterparts for similar roles or work. In a study done by Women’s Media Center WMC, (2019) it was found that an average earning of women is 83 cents per dollar earned by men in the field of journalism. The difference gets even bigger for women with regional differences earning just 54 Cents per dollar as earned by men. The gender pay gap remains a significant issue, with women often earning less than their male counterparts.

➤ **Gender Biasness:**

Like many other industries women have to undergo gender biasness in the media industry as well, be it the selection for giving prestigious assignments or covering some challenging issues. Many women face harassment or discrimination in media industries, which often go unaddressed due to power imbalances.

➤ **Unrealistic Beauty Standards:**

Women on screen are often pressured to conform to unrealistic standards of beauty, which can perpetuate stress and societal pressure. Whether in journalism, television, film, or social media, they often face intense pressure to conform to unrealistic beauty standards. These expectations not only affect their personal and professional lives but also reinforce psychological harm. Maintenance of weight, complexion, hairstyle, aging, clothing etc. such constant scrutiny of physical appearance leads to stress, anxiety, and body image issues.

➤ **Cultural Barriers:**

In some societies, cultural and societal norms limit women’s access to media careers. Female journalists, especially in conflict zones or conservative societies, may face threats, physical violence, or online abuse. Women may face discouragement from families who perceive media jobs as unsuitable or unsafe. The public appearance of women may be seen as inappropriate in some societies.

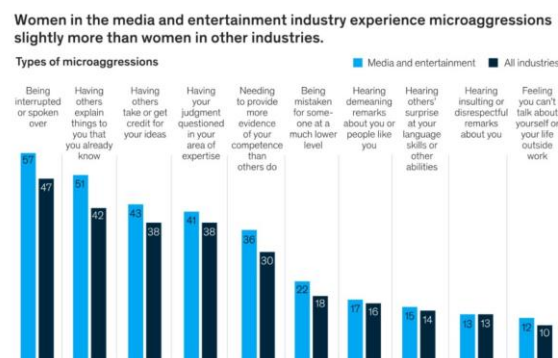
➤ **Work life Balance:**

Managing work life along with the personal has always been a challenge for women since they were considered to be responsible for managing home and family. Many societies expect women to prioritize domestic responsibilities over professional careers, including in media. This creates a significant stress and pressure for her, balancing both becomes difficult leading to guilt and restoration thereby impacting both personal as well as work front.

➤ **Limited Digital Literacy:**

In some regions, women have less access to digital tools and training, which affects their ability to engage in modern media careers. Women in conservative societies may face restrictions on internet use, limiting their ability to work in digital journalism or social media-based media roles.

**Figure 1: Micro aggressions experienced by Women in Media and Entertainment as compared to All Industries**



Source: (McKinsey, 2020)

Figure 1. shows the types of micro aggressions faced by women in media and entertainment industry as compared to all other industries, this study was conducted by **McKinsey, (2020)** in USA. There have been challenges for women at work front. From discrimination to work-life balance struggles, these barriers have been hindering career growth and professional success. The work has never been easy, but women stepped up and have paved their own path of transformation. Women not only changed their lives but also reshaped the entire industry.

### **TRANSFORMATIVE ROLE OF WOMEN IN MEDIA INDUSTRY:**

Despite challenges women continue to make significant strides in media, reshaping the industry to be more inclusive, equitable, and impactful. Women in media have played a crucial role in shaping narratives, challenging stereotypes, and driving social change. Despite historical underrepresentation, women have transformed the industry by breaking barriers, advocating for gender equality, and using media as a tool for empowerment. Their contributions span journalism, filmmaking, digital media, and activism, making media more inclusive and representative. Their growing influence guarantees that the future of media will be more reflective of the diverse world it serves.

#### ➤ **Advocators for Representation:**

Women play a transformative role in the media industry, shaping narratives, advocating for representation, and driving social change. As advocates for representation, they challenge long-standing stereotypes and push for more diverse, authentic portrayals in narratives. By breaking away from traditional gender norms, women in media ensure that stories reflect the complexities of real-life experiences rather than reinforcing outdated tropes.

#### ➤ **Leadership of Women:**

The increasing presence of women as directors, producers, writers, editors and content creators, has led to more inclusive perspectives. Their contributions ensure that media content resonates with broader audiences, addressing themes of empowerment, resilience, and social justice. Female media professionals also serve as role models, inspiring younger generations to pursue careers in journalism, filmmaking, and digital content creation, thereby fostering gender inclusivity in the industry.

#### ➤ **Drivers of social change:**

Women-led media initiatives have promoted their own contribution in the field. Women in media often use their platforms to address social issues like gender equality, reproductive rights, and violence against women. Newsrooms have been pushed to adopt inclusive policies and diverse approaches. Beyond entertainment, women in media are drivers of social change, using their platforms to highlight crucial issues such as gender equality, reproductive rights, and violence against women. Through documentaries, news reporting, and advocacy campaigns, they bring attention to marginalized voices, influencing public discourse and policy changes.

#### ➤ **Breaking Barriers:**

Women are also breaking barriers in traditionally male-dominated fields such as investigative journalism, war correspondence, and sports commentary. Their presence in these challenging roles not only diversifies the media industry but also demonstrates resilience and courage in covering complex, high-stakes stories.

➤ **Diverse Storytelling:**

By contributing diverse storytelling, women bring unique perspectives to the media landscape, enriching content with stories that reflect different cultures, backgrounds, and experiences. Their involvement ensures that media serves as a powerful tool for representation, education, and empowerment.

➤ **Women as Role Models:**

Women in media inspire audiences, especially younger generations, by showcasing strong, independent, and multifaceted female characters. On-screen and off-screen, they serve as examples of leadership, resilience, and ambition. Through their work, women inspire future generations to pursue careers in media.

➤ **Educators and Informers**

Women in journalism and news media play a crucial role in informing the public and shaping public discourse. Their investigative work often sheds light on issues like corruption, inequality, and injustices.

➤ **Innovators and Entrepreneurs**

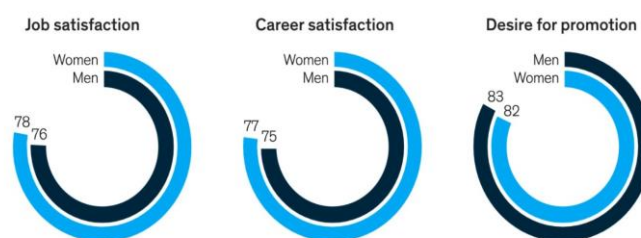
Women are increasingly launching their own media platforms and production companies, creating opportunities for others and amplifying underrepresented voices. As influencers and digital creators, they are redefining media landscapes through blogs, podcasts, and social media platforms.

These transformations have been brought by women themselves. The zeal and motivation to develop one's personality as professional drove women to a respectable professional in the field of media. Today, the media industry is flourishing with women professionals. Also, with increase in the education and awareness of rights, women are now making decisions for work as per their choice, preference and talent.

According to a report of McKinsey & Company, (2020) today women are at equal representation in the media and entertainment industry as men. Additionally, during their early tenures, women are promoted at higher rates than men, and their hiring rates from outside the company are equal to or even greater than those of men. The women in their study also expressed high satisfaction with their career choices and a strong ambition to advance and gain promotions within their organizations. Mentioned below are the graphical representations of their research showing the changed scenario of women in the media industry. Figure 2 shows the levels of job and career satisfaction that women and men have in media industry on similar levels of job. Figure 3 gives an overview of representation of women in media than in other industries overall.

**Figure 2: Level of Satisfaction in Women and Men at similar job in Media**

Women and men in media have similar levels of job and career satisfaction.



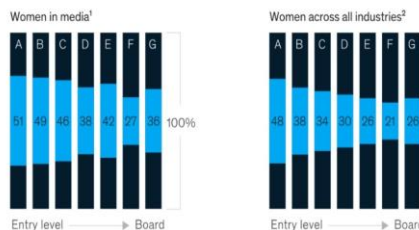
Source: (McKinsey, 2020)

**Figure 3: Representation of Women in Media as compared to Overall Industries**

Women are better represented in media and entertainment than in industries overall.

Representation by gender, by career level, % of employees

A = Entry level B = Manager C = Senior manager/director D = Vice president E = Senior vice president F = C-suite G = Board



<sup>1</sup>Aggregate results from participating companies in media and entertainment (15 companies submitted pipeline data).  
<sup>2</sup>Aggregate results from 320 companies that reported their pipeline data, weighted by industry to the Fortune 500.

Source: (McKinsey, 2020)

**IMPACT OF TRANSFORMING ROLE OF WOMEN ON MEDIA:**

The role of women in media in today’s time is known but the transformation that women have brought in the sector due their presence is phenomenal. It is imperative to draw a detailed layout of the transformational role in various areas of this industry.

**Table 1: Impact of Transformative Role of Women on Media**

Field	Role	Impact
Journalism	Women have made significant contributions by reporting on critical issues, from politics and economics to war zones and investigative stories. Many female journalists have risked their lives to expose corruption, advocate for marginalized communities, and challenge oppressive systems. Their work has been instrumental in bringing about policy changes and raising awareness on global issues.	<ul style="list-style-type: none"> <li>• Diverse Perspectives</li> <li>• Reshaping of Industry</li> <li>• More Inclusive</li> <li>• Focus on Human Interest</li> <li>• Increased Representation</li> </ul>
Radio	From All India Radio (AIR) to private FM stations and community radio initiatives, women have contributed significantly as presenters, journalists, content creators, and storytellers. Women RJs have popularised interactive radio shows, making radio more engaging for audiences.	<ul style="list-style-type: none"> <li>• Popular Programmes</li> <li>• Variety of Programmes</li> <li>• Wide reach</li> <li>• Regional popularity</li> <li>• Educative Platform</li> </ul>
Entertainment and Filmmaking	Women are redefining narratives by portraying complex female characters and telling stories that challenge stereotypes. As directors, producers, screenwriters, and actors, they are breaking traditional norms and offering fresh, diverse perspectives. The rise of women-led films and media companies has contributed to a shift in how women are represented on screen, moving away from outdated portrayals to more empowered and multidimensional	<ul style="list-style-type: none"> <li>• Shifting Narrative</li> <li>• Social Awareness</li> <li>• Challenging Stereotypes</li> <li>• Global Recognition</li> <li>• Impact on Regional Industries</li> <li>• Setting Example</li> </ul>

	characters.	
Social Media	Social media platforms, podcasts, and independent journalism have seen the powerful voice of women, allowing them to engage directly with audiences, advocate for social causes, and drive conversations on important issues. Female content creators, influencers, and bloggers have gained prominence in various fields, from politics and activism to fashion and technology, further diversifying media landscapes.	<ul style="list-style-type: none"> <li>• Entrepreneurship</li> <li>• Voice of Commoners</li> <li>• Network Builder</li> <li>• Accessible Platform</li> <li>• Highly Demanded</li> <li>• Wide Reach</li> <li>• Revenue generating platform</li> </ul>

**Source: Developed by author.**

### **WOMEN BEING THE VOICE OF THE NATION THROUGH MEDIA:**

A woman is the power of creation, a catalyst for change, and the foundation of a progressive society. She not only nurtures but also leads, building a better future for all. The *shloka* rightly conveys this message as:

“नारी अस्य समाजस्य कुशलवास्तुकारा अस्ति”

- *Manusmriti*

A woman is indeed the perfect architect of society. She not only shapes the foundation of a family but also plays a vital role in the progress of society and the nation. Women today are actively contributing in various fields, making them key drivers of social and economic growth.

Women in media have emerged as powerful voices shaping national discourse, driving change, and amplifying critical issues. Through journalism, television, digital platforms, and filmmaking, they highlight social injustices, influence public opinion, and advocate for gender equality and human rights. Their presence ensures a more balanced, diverse, and representative media landscape. Women-led debates and discussions promote inclusive, diverse, and unbiased storytelling. Channels and platforms focusing on women’s empowerment and societal change have increased, bringing more focus to gender issues. Women in media are not just reporting stories—they are changing them. As journalists, anchors, filmmakers, and digital influencers, they give a voice to the unheard and drive national conversations. By continuing to break barriers and challenge stereotypes, they ensure that media remains a force for truth, justice, and societal transformation. Their contributions ensure that media content is more representative of society as a whole, empowering future generations to dream beyond societal limitations. Women continue to break barriers and redefine media landscapes worldwide. Their influence in shaping national discourse is undeniable, as they use their platforms to inform, inspire, and ignite change. As more women take center stage in media, their voices will continue to drive progress, ensuring a more equitable and just society for all.

All India Radio (Aakashwani) has its place in the house of people. All India Radio (AIR), holds an exclusive monopoly on radio news across the country. As the world's largest radio network, AIR reaches diverse linguistic and socio-economic groups. Meanwhile, private FM radio stations in Bharat are licensed to broadcast music and entertainment but are prohibited from producing news content. (GMR, 2022) Women were among the first radio presenters and newsreaders when AIR was established in 1936. Women have become leading voices in

FM radio, hosting talk shows, music programs, and social awareness segments. Women RJs have popularized interactive radio shows and infotainment, making radio more engaging for audiences. With increasing opportunities in FM, community radio, and digital platforms, their voices continue to shape public opinion and drive social change. Today, most of the casual announcers and compeers at Aakashwani stations are women.

Today, women are the face of most of news programmes. We have known women for their work media, the names like Shobhna Jagdish, Salma Sultan, Geetanjali Aiyar, Avinash Kaur are often remembered for their work at Doordarshan, Saeeda Bano being the first woman news reader in radio at All India Radio, and many more created roads for woman aspirants. These successful women had set examples then and today woman like Smita Prakash, Navika Kumar, Anjana Om Kashyap, Shweta Singh, Rubika Liyaqat, Meenakshi Joshi have gained popularity though their work. These are just a few examples of journalism, there are women in all the areas of mass media that have gone beyond the barriers and proved themselves in the roles they opted. Today, women possess power to opt the roles and profiles of their choice based on their skills and not just wait for the assignment of a role.

With their unconventional contribution, women today have become the voice of the nation. Political issues or social concerns, women have set an example being vocal for the people of Bharat. Hence it can be said that Women have become the voice of the nation through Media and Mass Communication.

### **POLICY INTERVENTIONS AND THE ROAD AHEAD:**

The present government has been actively advancing women-led development through various initiatives, legislative measures, and recognition programs.

#### ➤ **Women-Led Development Initiative**

In the past few years, the focus has shifted from women's development to women-led development, highlighting their role as key contributors to the nation's progress. The Honourable Prime Minister Narendra Modi ji brought this transformative shift. This approach positions women as central drivers of the nation's progress, leading to the implementation of various initiatives aimed at empowering women across multiple sectors. The initiative was also introduced in G20 meeting to give a message to the world to recognize women led development.

#### ➤ **The Women's Reservation Bill**

Formally known as the Constitution (108th Amendment) Bill, seeks to reserve 33% of seats in the Lok Sabha (Bharat's lower house of Parliament) and all state legislative assemblies for women. This initiative aims to enhance women's representation in governance and policymaking. While the bill has garnered significant support, it has also faced obstacles and remains pending for enactment. This can lead to rise in the voice of women regarding women centric issues.

#### ➤ **Nari Shakti Puraskar Awarded to 44 Women**

The Nari Shakti Puraskar is Bharat's highest civilian honor for women, presented annually by the Ministry of Women and Child Development. On International Women's Day, March 8, 2019, Honourable President Ram Nath Kovind honored 44 distinguished women for their exceptional contributions across various fields, including science, social work, arts, and entrepreneurship.

➤ Some notable policies to promote girl education and skill development among girls.

1. **Beti Bachao, Beti Padhao** (Save the Daughter, Educate the Daughter): Launched in 2015, this initiative addresses the declining child sex ratio and promotes the education and survival of the girl child. It has led to increased awareness and improved sex ratios in several districts.
2. **Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM)**: Aimed at promoting self-employment and organization among rural women, this mission has mobilized millions into Self-Help Groups (SHGs), facilitating access to credit and skill development.

### **The Road Ahead:**

To truly empower women as the voice of the nation, media organisations must support women through equal opportunities, safety measures, and leadership roles. The road though majorly but not solely can be paved by media organisation, it has contribution of women herself and society too. Hence, the steps for building environment more conducive for women can be taken at three levels:

#### **1. Organizational Changes**

- Equal pay policies and salary transparency.
- Stronger laws and policies against workplace harassment.
- Inclusive hiring and promotion practices to encourage female leadership.
- Flexible work arrangements, such as remote work and flexible hours.
- Family-friendly policies, including paid parental leave for both parents.

#### **2. Individual Strategies for Women**

- Building strong professional networks and seeking mentorship.
- Enhancing skills through continuous education and training.
- Developing self-confidence and leadership skills.

#### **3. Societal and Cultural Shifts**

- Changing societal perceptions of women in leadership and male-dominated fields.
- Encouraging men to take equal responsibility for care giving and household duties.
- Promoting gender equality education from an early age.
- Promoting mentorship programs to support young women entering the industry.

### **CONCLUSION:**

Women are not just participating in media, they are transforming it. Through leadership, investigative journalism, digital activism, and diverse storytelling, women are reshaping narratives and ensuring that media reflects the voices and realities of all. Women in media are leading as entrepreneurs, launching their own news portals, production houses, and digital platforms. These ventures generate employment and contribute to Bharat's GDP. Social media platforms, YouTube, and podcasts have enabled women to become independent content creators, earning revenue through advertising, sponsorships, and brand collaborations. As more women break barriers, media will continue to evolve into a more inclusive and representative space. Women in media are not just shaping public opinion but also playing a key role in Bharat's economic transformation. By empowering themselves and others, they are contributing to financial independence, job creation, and the larger vision of

Aatmanirbhar Bharat. With the right support, they will continue to drive Bharat's self-reliance and global influence.

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