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THINK INDIA JOURNALISSN: 0971-1260
Vol-22-Issue-14-December-2019**Role of Media in Women Empowerment****Meenakshi Thakur**Assistant Professor in Sociology
Govt. MAM College**Anuradha Choudhary**Assistant Professor in History
Govt. Degree College, Bisnah**Abstract**

Government has made many laws, plans, rules and regulations to enhance the situation or condition of women but in reality there still a gap of thought process and implementation of these provisions. Sometimes women herself is not aware that she is being exploited by her own family, society or in her offices. Countries in all over world are developing day by day but women are still discriminated in many ways. It became the need of an hour that some effective and powerful channel should be used that can re-portray the image of women in mind of society. Media is one of that effective tool as it has very wide reach and can communicates or share ideas and information at wider level. As now a day's media share successful and inspirational stories of women, it encourages other women also to stand for themselves and fight for their rights. Media helps in decreasing the ills of societies like gender inequality, illiteracy among women, exploitation, and eve-teasing etc. by generating awareness among people. Women also come to know about their rights and capabilities through various channel of media. Media provide information about new laws and provisions for women empowerment and showcase many debates and discussions for women related issues. People participate in many programs and try to solve women issues and find the ways to empower the women. Various researches are done to find out the impact of media on women empowerment and usually it is found out that media play significant role and had great impact on society and the image of women portray by them are taken as true and people believing in them.

Introduction

Media is a huge communication channel that has an impact on all over the world. It is powerful and prompt and people consider all the information provided by them is true and correct. People believe whatever they represent, so it become responsibility and duty of every media tool that it provide valid information. Media is also an important tool that helps in enhancement of women empowerment. Media provide information about opportunities that women can avail, debates and discussion on women issues, various influential stories of women, rights, laws made by government etc. Women are becoming attentive and start taking a stand for themselves. They know that if any time they face any discrimination or gender inequality, they can take help of media and strict action can be taken against the culprit. Mass media encourage women to come