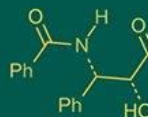


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Relevancy of print media for women empowerment in current electronic media dominated scenario

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Abstract

The fact is undoubtedly correct that mass media education can facilitate women's empowerment. Women's empowerment has been greatly supported by the mass media. Through print, radio, television, films, and the internet, it has reached many more people at a time.

The power of the media to reach many people through mass communication and make an impact wherever it can reach—which is now widely dispersed—makes it the most significant tool of society in the modern era. Social media's constantly changing applications and networking make it an unavoidable source of impact on mass. Although not to the extent that was intended, the media as a whole has played a crucial role in supporting the fight for the rights of women by emphasizing the lack of regard and rejection of the role of the women in the community.

Keywords: Women empowerment, print media, electronic media

Introduction

Print media offers something tangible in a digital world. The tactile experience of holding a magazine, flipping through its pages, or admiring the texture of high-quality paper engages multiple senses, creating a deeper connection with the content. In a time when digital technology is king, print media may seem to have a smaller function, yet its impact is unwavering. Print media is a vital and timeless medium for disseminating information, interacting with audiences, and making a noticeable impression since it possesses a certain charm that digital platforms cannot match. This thorough investigation explores the world of print media, emphasizing its value, advantages, and successful ways to use it in the current environment. Print media makes it possible to target audiences precisely. To make sure that your message reaches the people who are most likely to be interested, magazines, newspapers, and pamphlets can be put strategically in areas that your target audience frequents. Print media refers to the traditional forms of mass communication that involve the physical printing and distribution of information on paper, such as newspapers, magazines, books, and other printed materials. It is a longstanding and influential medium that has played a crucial role in the dissemination of news, ideas, and entertainment throughout history. Media and society are closely related to each other. The extensive impact of media on society can easily be seen these days. Media reflects our society, how it works and what it constitutes. With the advancement in technological area, our society has also observed the expansion in the thoughts and ideas of people. Today people are just a click away from any and every information that is available on the internet. There are various forms of media that help to inform, educate and entertain our society. Media can be in print form that is through newspapers, books, magazines etc. Media includes an electronic form for spreading information which is one of the most used media of mass communication. Broadcasting is the distribution of audio or video content to a large audience through different platforms like television, radio, or the internet. It is a form of mass communication that reaches a vast and diverse audience with the help of specialized technology. Broadcasting plays an essential role in the dissemination of information, entertainment, and education to the masses.

Television broadcasting includes both free-to-air channels and paid channels. Free-to-air channels are channels that can be accessed by anyone with a television set and do not require any subscription or payment. Paid channels, on the other hand, require a subscription or payment to access.

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Television broadcasting is a significant source of entertainment, news, and information for people worldwide. It has a vast and diverse audience, ranging from children to adults. Television broadcasting has a significant impact on society, shaping the opinions and beliefs of people worldwide. Internet broadcasting involves the transmission of audio or visual content through the internet. It includes both live streaming and on-demand streaming. Internet broadcasting has become increasingly popular in recent years, with the emergence of streaming services like Netflix, Hulu, and Amazon Prime Video. Internet broadcasting has a vast and diverse audience, ranging from children to adults. It is particularly popular among young people who consume most of their media through the internet. Internet broadcasting has revolutionized the way people consume media and has disrupted traditional forms of broadcasting. Broadcasting, the distribution of audio or video content to a large audience, has had a significant impact on society. From the earliest days of radio and television to the current era of internet broadcasting, the way in which we consume and interact with media has changed dramatically. In this article, we will examine the positive and negative impacts of broadcasting on society. The ability of broadcasting to distribute information to a large and diverse audience is one of its most important benefits. In order to keep people informed about current affairs, politics, and other issues, broadcasting has been essential advancements as well as societal concerns. For many years, news broadcasts have been the main source of information that people use to keep up with global events. This has contributed to the development of a more knowledgeable and involved community, which is necessary for an effective democracy to function. Education has been significantly impacted by broadcasting as well. For many years, educational programming has been a crucial component of broadcasting, including historical dramas, science shows, and documentaries. These Programs have aided in educating people on a variety of subjects, ranging from history and science to the arts and culture. For persons who might not have access to formal education, like those who live in distant or underdeveloped areas, educational broadcasting has proven especially crucial. The dissemination of prejudice and stereotypes has been one of broadcasting's detrimental effects. Movies and television shows have

frequently presented particular groups of people negatively, reinforcing damaging stereotypes.

Objective

Relevancy of print media for women empowerment in current electronic media dominated scenario.

Methodology

The researchers have collected data with the help of survey method under which interview schedule was used as the data collection tool. A survey of 300 respondents was conducted in Patna City. The researchers prepared an interview schedule for the data collection keeping in mind the Role of Media in Accelerating Women Empowerment: An Alternative Approach with Reference to Patna Town. Research study was conducted through convenient sampling.

Reviews of literature

Kumar (2015) ^[5] Media can empower rural women by providing them accurate information and protecting them from various problems. Innovative mass media tools such as Facebook, blogs, internet and social sites are used for women empowerment with information, education, awareness, self-decision making and economic empowerment.

Asif (2013) ^[6] in her study stated that a society can be uplifted if the women are empowered properly. In this light, the role of media gains importance as it can be used to empower women. A great media effect is there on every sphere of life.

Singh (2018) Newspapers as well as Mass communication and journalists as a part of the communication network particularly can have a decisive role in either giving a remedy to a problem or stimulating it into a worse situation. The communication of messages between journalists and people takes place through newspaper articles and stories.

Uma (2004) pointed out that the media is a strong channel for social change. It helps in shaping the views, opinions and attitudes of people. It can help to educate people about different women issues like giving power and rights to women.

Results and Discussion

Table 1: Women empowerment through use of different media:

Personal empowerment	Frequency	Percentage (%)
Use digital device as camera, recorder etc. for safety purpose.	47	15.66
To enhance knowledge related to kitchen such as- new recipes, new useful appliances etc.	36	12
Media helps to learn and practices any dance, painting, rangoli, craft, music or anything according to my interest.	30	10
Helps to selection of life partner.	49	16.33
help to I utilize my free time	64	21.33
helps to choosing my career.	74	24.66

The data indicates a diverse range of ways in which individuals feel empowered through the use of digital devices and media. The most notable areas include career selection (24.66%) and effective use of free time (21.33%), showcasing media plays a vital role in personal development and decision-making.

The data indicates that educational empowerment is largely driven by digital communication and access to information.

The highest frequency was seen in the ability to communicate educational information and career opportunities (31.33%) while participants also value collaboration and the sharing of resources. Overall, technology plays a vital role in enhancing educational experiences and enabling informed decision-making.

Table 2: Educational empowerment

Educational empowerment	Frequency	Percentage (%)
Helps to communicate information related to education and carrier.	94	31.33
To prepare, find and share assignment, notes, and study material through media.	39	13
To create ideas in studies and enhance my knowledge.	60	20
Helps to get all the information about any institution or course before getting admission through media	22	7.33
Helps to participate multiple online educational forum etc.	40	13.33
helps to know about various educational facilities on doorsteps.	45	15

Table 3: Social empowerment

Social empowerment	Frequency	Percentage (%)
Helps to get knowledge of Global culture and civilization.	60	20
helps to create or maintain various social relationships.	35	11.66
To aware of the activities, happening (occurring) in society.	79	26.33
Helps to interact with the large no of audience at a time.	58	19.33
helps to be bringing about a change in conventional thinking of the society.	39	13
helps to collect various evidence against social violence.	29	9.66

The data illustrates various ways in which social empowerment affects individuals and communities. While awareness of societal activities emerges as the most

significant benefit like (26.33%) other aspects like cultural knowledge, relationship building, and challenging societal norms also play essential roles.

Table 4: Economic empowerment

Economic empowerment	Frequency	Percentage (%)
Helps to get all the information related to any product before buying it.	98	32.66
Get the information about the rights of consumer	35	11.66
Helps to buy or selling any property.	30	10
Media helps to know about insurance plans and how to save or invest money.	75	25
Helps to use internet / mobile banking.	44	14.66
To aware of various services provided by banks.	18	6

The data reveals several facets of economic empowerment. The ability to gather product information stands out as the most significant benefit (32.66%), followed by knowledge of insurance and investments (25%) Understanding

consumer rights and navigating property transactions are also important, while digital banking and awareness of bank services contribute to overall financial literacy.

Table 5: Political empowerment

Political empowerment	Frequency	Percentage (%)
Help to be updated about government scheme.	87	29
Helps to be aware about the laws for women's rights.	54	18
To aware about of my right to vote.	65	21.66
To get the information about women's reservation.	34	11.33
help to communicate the problems related to the community to the political leaders.	44	14.66
To get the knowledge about candidates participate in election.	16	5.33

The data illustrates various dimensions of political empowerment. Staying updated about government schemes emerges as the most significant benefit, (29%) followed by awareness of voting rights and women's rights laws

(21.66%). Engaging with political representatives and understanding reservation policies are also highlighted, while knowledge about candidates, though essential, is the least emphasized area.

Table 6: Psychological empowerment

Psychological empowerment	Frequency	Percentage (%)
Media helps to remove hesitation.	94	31.33
Helps to the inspiration of self-development.	21	7
To encourage me to continue my work even when I feel like giving up.	29	9.66
helps to developing problem solving skill.	43	14.33
helps to develop interest & think logically.	55	18.33
Helps to develop confidence to take any decision and do anything quickly.	58	19.33

The data illustrates several key aspects of psychological empowerment. The ability of media to remove hesitation stands out as the most significant benefit (31.33%) followed by the development of confidence in decision-making (19.33%). Enhancing problem-solving skills (14.33) and logical thinking are also important, while inspiration for

self-development and encouragement to persevere are recognized but less emphasized. Overall, psychological empowerment appears to play a crucial role in fostering confidence, resilience, and critical thinking among individuals.

Table 7: Physical empowerment

Physical empowerment	Frequency	Percentage (%)
Media helps to remove my tension (Stress) Frustration, exhaustion and loneliness.	89	29.66
Helps to get the solution of any health-related problem.	55	18.33
Helps to aware about disease.	36	12
To get the information about symptoms, cause, prevention and treatment of any disease.	24	8
Helps to be fit, learn various health tips yoga, exercises etc	79	26.33
helps to get the knowledge about sexual, pregnancy interval, and the modern contraceptive.	17	5.66

The data on physical empowerment reflects several key areas of concern and support. The ability of media to reduce stress is the most significant benefit (29.66%) followed by encouragement for fitness and healthy living (26.33%) While awareness of diseases and finding solutions to health

issues are important, knowledge about reproductive health is less emphasized. Overall, physical empowerment plays a vital role in enhancing well-being and promoting informed health choices.

Table 8: Regression of Print media and Broadcasting media

Print media	Coef.	St. Err.	t-value	p-value	[95% Conf	Interval]	Sig
Broadcasting media	.315	.053	5.96	0	.211	.419	***
Constant	1.472	.201	7.33	0	1.077	1.868	***
Mean dependent var	2.447		SD dependent var		2.136		
R-squared	0.107		Number of obs		300		
F-test	35.535		Prob > F		0.000		
Akaike crit. (AIC)	1275.917		Bayesian crit. (BIC)		1283.325		

*** $p < .01$, ** $p < .05$, * $p < .1$

He linear regression results explore the relationship between Print Media and Broadcasting Media, with Broadcasting Media as the independent variable and Print Media as the dependent variable.

Key Results

- **Coefficient for Broadcasting Media:** The coefficient is 0.315, meaning that for each one-unit increase in broadcasting media (e.g., television, social media platforms), there is an expected increase of 0.315 units in print media. This suggests a moderate positive relationship between the two.
- **Significance:** The p-value for Broadcasting Media is 0.000, which is less than 0.01, indicating a statistically significant relationship at the 1% level (denoted by ***).
- **Constant:** The constant is 1.472, meaning when Broadcasting Media is zero, the baseline value of Print

Media is 1.472. This value is also statistically significant with a p-value of 0.000.

- **R-squared:** The R-squared value is 0.107, suggesting that only about 10.7% of the variation in Print Media is explained by Broadcasting Media. This indicates a weak to moderate fit of the model.
- **F-test:** The F-test value is 35.535, and the p-value is 0.000, indicating that the overall regression model is statistically significant.

Conclusion

The results suggest a positive, statistically significant relationship between Broadcasting Media and Print Media, though the relatively low R-squared indicates that other factors not included in the model likely explain a significant portion of the variation in Print Media.

Table 9: Paired test between print media & electronic media

Paired t test						
Variable	Obs	Mean	Std. Err.	Std. Dev.	[95% Conf. Interval]	
print_~a	300	2.446667	.1233202	2.135969	2.203981	2.689352
Broadc~a	300	3.093333	.1278144	2.213811	2.841804	3.344863
diff	300	-.6466667	.1457899	2.525155	-.933571	-.3597624
mean(diff) = mean(print_media - Broadcasting_m~a)				t =	-4.4356	
Ho: mean(diff) = 0				degrees of freedom =	299	
Ha: mean(diff) < 0		Ha: mean(diff) != 0		Ha: mean(diff) > 0		
Pr(T < t) = 0.0000		Pr(T > t) = 0.0000		Pr(T > t) = 1.0000		

This paired t-test compares the means of two related variables: print media and Broadcasting media. The null hypothesis (H_0) posits that the mean difference between the

two variables is zero (i.e., no difference). The alternative hypothesis (H_a) tests whether the mean difference is less than, not equal to, or greater than zero.

- The mean difference (diff) is -0.646667, indicating that, on average, print media is lower than Broadcasting media.
- The t-statistic is -4.4356, which is large in magnitude, suggesting a significant difference between the two means.
- The p-value for $H_a: \text{mean}(\text{diff}) < 0$ is 0.0000, which is very small, providing strong evidence to reject the null hypothesis.
- The 95% confidence interval for the mean difference is [-0.933571, -0.3597624], confirming that the true mean difference is negative.

Conclusion

In this paper showed that Relevancy of print media for women empowerment in current electronic media dominated scenario Thus, the test shows that print media is significantly lower than Broadcasting media.

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