A Review of role of media (TV and Social) over security issues of Women in India

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Abstract : Women security is now an alarming big question in India. Its not a matter of rich, poor or urban, rural. Women of any category do not feel safe or secure in Indian society, apart from behaving yourself, how can we "the people of India" can make women of our society feel safe and secured.

Women a most important part of any society or human being, today, are becoming the most vulnerable section as far as their safety and security is concerned. When we turn the pages of a newspaper, we come across many headlines reporting cases of sexual assault, molestation, sexual harassment, rapes, trafficking, ill treatment of women in houses, violence against women in remote areas etc. What does this indicate? This certainly implies that there has been an increasing trend of such sexual overdrives in present generation.

Indian Constitution has envisaged a dream of true social, economic and political democracy which guarantees the rich and moral principles of equality (of status, opportunity, law) for our citizens but this has not yet been fully realized. Still women are unsafe and unsecure towards the realization of freedom and liberty. It's unbearable to imagine the dilemma of women who are victims of such crimes. It's a shock on the confidence of the women, of society and on our judicial system. Besides it has much of cascading effects which affects her life and gradually paralysis her mental equilibrium

But do we think who is responsible for this? Is it only the lapse in legal system of our country or the police or the public where such incidence occurs or the Indian society as a whole.

We generally play the blame game for any such incidence and hence have not succeeded to reach to the root of the problem. For a better understanding we can say that any problem has definitely two approaches of solution, the first is short term or immediate solution and the second one is long term solution. These may be visualized as preventive or curative in nature. As a part of research work we mainly focus on the role of media in enhancing security to Women

Key words : women security, social media, television, mass media ,etc

Introduction :

As good citizens, we have a fundamental duty to contribute towards bringing an order

to ensure dignity and respect for women so that she can also enjoy her human rights and

fundamental rights with sense of pride, freedom and confidence. To ensure this at every level the society must work together to give an edge to the solution.

For e.g.

1. women may be provided with such devices which could provide her location using GPS technology to a central control room of police or send messages of her address to nearby locations.

2. Other area of interest would be reform in police system.

3. Allocation of women police in every area and their continuous monitoring which also requires participatory attitudes of govt. Such interventions can also be a preventive solution.

4. This also requires installation of CCTV cameras at strategic places, beefing up the police security systems and closely monitoring them.

5. Also reforms in our legal system is required such as stringent punishment

6. Ensure Active participation of Media electronics or Social media towards raising the voice of Victim and try to ensure that voice must reach to the authorities .

The National Crime Record Bureau says that only within the capital, the number of rape cases registered in the year 2013 has been 1636. In the following year, the number of registered cases of child rape rose from 5,484 in 2009 to 13,766 in 2014.

That's a staggering 151% rise over a five-year period. Within the same year (2014) the number of cases registered only in Madhya Pradesh was 2300 as compared to 870 a decade back.

According to NCRB data, there is a gradual increase in the number of rapes reported in India - from 24,923 in 2012 to 33,707 in 2013.

Despite several protests after the Nirbhaya incident in New Delhi, the national capital continues to be the most unsafe city in the country. The number of rapes in Delhi has almost doubled from 585 in 2012 to 1,441 in 2013. Delhi is followed by Mumbai (391), Jaipur (192) and Pune (171) among the top unsafe cities in the country. Women's rights

groups say the figures are still gross under-estimates of the reality on the ground - women are often too scared to come forward to report rapes or domestic violence for fear their families and communities will shun them.

Television or electronics media and Social media :

- Media is considered as influential channel for effective communication. It supports in promoting the right things on proper time. It provides a real exposure to the mass viewers about right or wrong process. Media is the source of information for a culture for any societal or political issue. Whether the issue is local, regional or global, people rely and even trust on information provided to them by media. Therefore, this dimension / value of media increases its significance as an influential and instrumental tool with regards to building confidence or promoting mistrust among people on issues related to national security

- Cable and satellite television have spread rapidly throughout the developing world. These media sources expose viewers to new information about the outside world and other ways of life, which may affect attitudes and behaviors. Beyond providing entertainment, television vastly increases both the availability of information about the outside world and exposure to other ways of life. This is especially true for remote, rural villages, where several ethnographic and anthropological studies have suggested that television is the primary channel through which households get information about life outside their village, the growth of TV in rural areas has had large effects on a wide range of day-to-day lifestyle behaviors,

- Nirbhaya, the 23 year old medical student who was gang-raped and murdered in a bus in Delhi, the national capital of India 16 December 2012, generated large scale public protests across the country. Facebook and Twitter played a vital role in not only expressing the collective anger of the public, it virtually became the melting pot for expressing the cumulative anger, frustration and outrage against the failure of the government in effectively responding to the incident. The demand for justice in the Delhi gang rape case was intensified many fold and joined by netizens from other smaller cities across India, after the government tried to block public gatherings that

started since 21 December 2012 in various places like India Gate. The unnamed victim was given several names in social media as 'Damini' or 'Nirbhaya', and targeted campaigns like 'The Black Dot of Shame' gained momentum within days of the incident.

Role of Media

In present circumstances, the role of electronic media is the most effective and powerful to persuade masses. Strong motivated people cannot be forced to abandon their struggle against heavy odds. It is for this aspect of unique coverage and impact that the electronic media can be geared up effectively to promote and expand security awareness among the people at large

In today's advanced technical atmosphere and reach of every one to Internet and global world , social media platforms such as Facebook and Twitter have remarkable zeal among businesses and enterprises and it is also adopted by security officials to convey messages to distant officials. In social networking sites like Facebook, any institute can freely advertise and conduct focus group research. It can draw traffic to a website and effectively engage with a loyal consumer

base. It can create communication opportunities between employees, partners, and affiliates. Many companies embraced social media to such a degree that they seek to implement a social networking platform of their own. These internal social networks are accessible only to employees and include message boards, profile pages, file sharing software, and private communication applications not different from a public social media system. Internal social networks offer numerous partnership benefits for the average enterprise. They allow for quick, fluid, and constant communication, thereby making it easier for employees to synchronise at all times.

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