

Face of a Modern Woman : A Feminist Perspective

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Abstract: The lives of modern women are interlinked with the whole process of journalism and mass communication. As we step into the twenty-first century the Government, the media, the civil society and human rights activists not only promotes gender equality but projects on women rights as a development issue. Hence instead of keeping women confined in the private sphere, they must be studied and observed across all walks of life with the help of media in order to understand women empowerment and their development in their fullest capacity.

Key Words: Gender, education, development, governance, empowerment, inequality, liberation

Introduction :

The course of human development is a process of enlarging the choices and opportunities for all people and not just for one section of the society. Such a development process becomes unjust and inequitable if women are excluded from the benefit of participation. This paper makes a broad-ranging analysis of the ways in which women's development has been supported in the media and the intersections between feminism, media theory and policy for women's development. Human development encompasses elements that constitute the critical issues of gender and development. Improvements in human development measures have slowed down in the past few years, according to the ¹ Human Development Report (HDR) of 2014. The Human Development Index (HDI), a measure derived from life expectancy, education levels and incomes gives a very bleak picture for India. HDR of 2014 introduces a Gender Development Index (GDI) for the first time, which measures gender development gaps among many countries. The report exposes the overall gender gap for women, income gap, inequality in health and education levels. For India a strong and active role of the State is required for adequate provision of social services, stronger social protection, full employment policies, health care.

There are four major elements in the concept of human development – productivity,² equity,³ sustainability and empowerment. Through enhanced capabilities, the creativity and productivity of people must be increased so that they become effective agents of economic growth. Economic growth must be combined with equitable distribution of its benefits. Equitable opportunities must be available both to present and future generations resulting in sustainability. All people, both men and women, must be empowered to participate in the ⁴ decision making process that shape their lives. When gender determines the access to resources and power to individuals, empowerment begins when the individual recognizes and opposes the forces that deny such access. Power accrues to those who gain control over the distribution of resources. This control in turn confers the power of ³ decision making. In India women in general, rural women in particular are relatively powerless with no control over resources and little decision making power. Often the decisions are imposed on them. The prevailing patriarchal ideology which demands values of submission, sacrifice and silent suffering often undermines their capability and deprives them of their share of resources. Today the question is how far women are honoured and safe in our society! Awareness, campaigns, laws, amendments alone cannot restrain the crime inflicted on women. It is the mindset that needs to be changed. The public perception of women needs to be reassessed. The focus must certainly stay on the education, awareness and empowerment of women. Girl children and young women are under great social scrutiny and control from early years. Cultural mores in every social set up determine women's socialization in unequal terms. They are expected to express their feminine nature through voice, syntax and role to gain social approval. This is also one of the bases for women's subordination. Women are passive and men are more dominant group in relation to language, meaning and communication. In patriarchal cultures, men determine the general system of meaning for society and valuable these meaning through the support received from other men.

The rise of media has highlighted a central paradox in the history of communications and development. It is marked by the breakdown of national and ethnic differences and the growth of international understanding, all to be achieved through the influence of media operating on a global scale & thereby influencing the lines of women in various ways. Media is not only a mirror of the society but also an instrument of ⁵ social change. It must inform and educate the society and also act as a medium of communication between various organs of the society, between the

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government and the masses and between the elected representatives and the voter. Media must have a close look at the society in all its manifestation with a penetrating eye, as media reflects the aspirations of the people and to spread noble ideas. It must expose social evils and help in their eradication. It is its responsibility to critically examine facts and to project them in an objective manner without fear or favour. Credibility is the key word.

Media and Democracy

In a democracy, the rulers have the duty and obligation to govern themselves and govern well. The people have therefore, to be well informed and equipped to discharge their obligations. It is the media that is in a position to discharge this function effectively. It has a major role to play in preserving and promoting democracy by safeguarding the independence of various institutions of the state and ensuring their accountability, by protecting the rights of people & ensuring their security. It can play this role only if it is independent and free. That is why the monopoly over the media of the government or of an individual and a private institution is per se dangerous and poses a serious threat to the democratic polity.

Media has an important public duty as guardian of democratic values. Freedom of the Press implies freedom from censorship or intimidation from any quarter big business, political parties, governments or employers. Media has historically served the community of which it is a part. It is no secret to those who work in the media or watch its functioning from close quarters, can find out that many of the greatest challenges to a free and independent media now come not from governments but from many of the proprietors who own it.

Representation and Portrayal of Women in our Society :

Women have mainly been portrayed as staying within the private sphere of the home with men going to work in the public world. The public and private divide gains credence thereby visualizing both the sex in different roles and placing the men as superior and women as the other or subordinate of men. Boys or men are expected to be objective, rational, having control over nature and distance themselves from human emotions. Conversely, girls and women are expected to be good at interpersonal relationships and to focus on people and on emotion. The feminists and the critical theorists recognizes women as producers of meaning and as participants of change; and questions the dichotomy between private and public and acknowledges women's problems and issues in the public sphere of discussion and policy making.

In contemporary times, media is playing an active role in portraying the image of women. Television, movies, magazines, music videos, television commercials and magazine advertisements – all these shows that media offer girls many positive role models, women shown being self-reliant and using intelligence, honesty and efficiency to achieve their goals. Media often contain stereotypical messages about appearance, relationships and priorities that increase their influence.⁶ The Universal Declaration of Human Rights in Article 19 states that all people have the right to seek, receive and impart information and ideas through any media. This implies that it is essential for women and marginalized groups to gain access to all means of communication and public expression, including the mass media; noncommercial access to broadcasting spectrum and communications technology and a say in the direction of technology development.

Role of Media in the Development of Women :

The women's development movement is unique and significant in scale and dimension. The women's development movement which communicates the struggle against oppression of women is founded on the identity and experience of women across cultures. It is founded on the fundamental desire to improved women's lives and aims to value, support and unite women worldwide in discovering their identities.⁷ The UN charter accepted by the 191 member states of the United Nations, in its preamble declares that member states were determined to reaffirm faith in fundamental human rights in the dignity and worth of the human person, in the equal rights of men and women and of nations large and small. But in reality societies in several countries are reluctant to concede that women's rights are an inalienable dimension of human rights. Women all around the world began to discover that the prejudices and obstacles in the path of progress that they have to surmount were almost identical. It is this striking feature underlying women's lives that makes the women's development movement not a national struggle

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but an international humanist movement. ⁸The United Nation Commission brought women's status and gender justice to global attention by declaring 1975 as the International Women's Year and earmarked several action and plans aimed at women's development during the International Women's Decade from 1976 to 1985. The World Plan of Action adopted by the Conference of International women's year recognized the potential of the mass communication media in promoting social and attitudinal changes, in accelerating women's participation in society and in encouraging their equal integration in development. The plan called for research into the portrayal of women by the media and suggested that the media should be urged to reflect the changing roles of both sexes, the potential contribution of women to society. It also emphasized that women should be employed in greater number in decision-making, professional and creative capacities within media organizations. The mass communication media are thus regarded as one of the key factors in a complex intersection of forces – historical, cultural, political, social and economic – in promoting women's development.

Communication and information are important factors influencing social attitudes and behavior change, for positive effects of women's development. Communication media such as feature and information bureaus, magazines radio, television, video and documentaries in the mainstream as well as alternative media such as community broadcasting, interpersonal communication networks and traditional media (folk media) have been used extensively with varying success to provide information support to women's development issues. These issues vary according to the regional and national context but areas in which the mass media have been more frequently used are in poverty alleviation, nutrition, livelihood, health, family planning, legal awareness and economic and political rights. Information and communication technology (ICT) initiatives⁹ in the form of international networking through the internet, sharing information and promoting action on raising the self image and status of girl children and women is also gaining importance with the demand for substantive equality that asks for differential equality for men and women by taking into account their gender differences rather than a formal equality approach that benchmark equality on male values standards.

Mass Media and Women's Development :

Historically, the western based development programmes that were part of the reconstruction efforts after Second World War targeted aid to vulnerable groups with women among the prime beneficiaries. This development model was adopted in several third world countries leading to a top down communication approach using big media to support modernization and development. The dependency model was a result of the critique of the modernization model and entailed an equality approach to bridge the gap in women's status. The equality approach argued for de-linking of communication from their multinational ties and focusing on alternative or indigenous media. The policy approach of empowerment emerged primarily from the experiences of field workers at the grass roots. In the third world countries, women's activism had historical roots in the struggle for nationalism, workers rights and peasant struggles. This approach recognized that women's circumstances are as much a function of factors such as class, race, ethnicity and historical context as they were of gender. This policy became known as gender and development approach. The gender and development approach uses a range of communication channels from big to small media, indigenous media, and national to international media systems. The communication media are regarded as intrinsic to women's development strategies as they are powerful socializing agents and have become important tools as well as sites of struggle for women seeking to eliminate sexism and violence against women. The mass media with its immense popularity and international reach have a significant role to play in shaping women's values, self-image, attitude, perception and behavior. Media is basically aimed at promoting women's empowerment and development, increase the participation and access of women to expression and decision making and through media and new technologies of communication and promote a balanced and non-stereotyped portrayal of women in the media. The former helps to promote change in women's behaviour, the latter explains the images of women portrayed in the mass media.

Media and Communication Technologies for women's Development :

Folk and Traditional Media :

The folk media are recognized as product of local culture rich in cultural symbols, intimate with the people

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at the grassroots and highly participatory, having great potential for integration with the modern mass media. The folk media consists of a variety of verbal, non-verbal musical and visual art forms such as traditional folk theatre, rural dramatic forms such as folk music, ballads, story-telling, religious dramas, poetic recitals, fairs and festivals which include social, ritual and ceremonial gatherings, folk dances and traditional youth clubs. In India, many states have been successful in spreading the message of small families and creating awareness on AIDS using folk media. The message of family planning is presented by singing a popular lullaby with different modulations to convey to the audience the problems faced by large families. With the tremendous growth of mass media, television in particular in the developing countries, the folk media is subtly marginalized and the mass media are receiving greater attention in communication and information support for women's development. Television is emerging as the most popular medium for a majority of illiterate women in the developing countries.

Radio :

Radio is universally recognized as most cost effective mass medium for informing and entertaining a wide population. Radio Rural forms and Forum Forums in several developing countries like India have been used to create awareness, motivate and initiate action on development issues. Radio programmes aimed at women's development are broadcast focussing on health of communities in the villages, promoting hygiene, sanitation, environmental cleanliness, encouraging the enrolment of children in schools instead of utilizing them as child labour and other problems of rural communities. The programmes were followed by community drama, talk shows and films on these subject matters. The radio programmes included watershed management, girls' education, women's health, women's self help income generating schemes and impact of literacy programmes.

Television :

Television provides with vital messages on health, hygiene, sanitation, family planning, nutrition, social and educational improvement of women and children. Television airs social advertisements on women's issues such as early marriage, education of girls, dowry, verbal divorce. Television also telecasts educational programmes on income generation for women, contraception, child rearing and immunization. Often the television channels pay great attention to women's development giving exposure to accomplished women and has discussions on women's issues. The television programmes aimed at promotion of women's rights and interests, the spread of scientific knowledge among women, the promoting of family and social harmony, and the raising of women's gender consciousness. The women oriented programmes on television discuss women's problems such as domestic violence, sexual harassment, rape and prostitution. There are also programmes on television dealing with issues of rape, wife battering and low participation of women in public and political life. Here we may refer to the famous television program ¹⁰ 'Satyamev Jayate'. The ideas and initiatives shared by this program have inspired many to take action—be it individuals, communities or the Government. The show reflects some stories that make us believe that change is possible. This show focuses on sensitive social issues prevalent in India such as female foeticide, child sexual abuse, rape, honour killings, domestic violence, untouchability, alcoholism.

Video :

In India there are many self-help groups and non-governmental organizations, which have done outstanding work by training rural women in the production and use of video to generate income, disseminate new skills and to advocate changes in policy. Videos are also used to document women's role in sustainable agricultural and women's empowerment.

Telecommunications :

Telecommunications are important infrastructure that save transport costs, fuel, time and offer prompt two-way communication with least complexity. Many rural projects are installed for the women to help them to earn better.

¹¹ The Grameen Bank Programmes have become quite popular in India. Among them the Grameen Bank of Lucknow,

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Uttarakhand Gramin Bank, Karnataka Vikas Grameena Bank, Saurashtra Gramin Bank, Maharashtra Gramin Bank, Allahabad UP Gramin Bank are famous. Grameen Phone is an innovative village phone program introduced in almost all the states in India. Grameen Phone would lend money to village women under this program. Women buy a cell phone and airtime from Grameen Phone to become phone ladies. They start a service business renting out their phone and airtime to other villagers. Villagers talk to their friends and family dispersed all over the world. Villagers pay money to phone ladies. Phone ladies make a handsome profit. Phone ladies buy more airtime from Grameen Phone. Grameen Phone makes a good profit.

Many rural women who are engaged in small scale enterprises like poultry, farming, fisheries, livestock selling various produce can know the current market rate through the cellular phone service thus eliminating the exploitation by middle men. In India, accessibility to mobile phones have helped women to earn higher incomes by receiving more orders for their work enterprises and keeping in touch with the market demands and trends.

Community Media:

In many places, where literacy remains a substantial barrier to development, community media especially radio has been used in development programmes because it can reach large number of people. Community radio programmes are available in many places of India and most of the shows are in the form of song and soap opera styled dramas in local language and aims at creating social awareness about alcoholism, dowry, corruption, women's rights. In India the Non-governmental organizations (NGOs) that works for the cause of women's development. These NGOs have found information and communication technologies quite useful for networking and mobilization support for issues affecting women.

Critical Evaluation:

The above discussions reveals that efforts are made to elevate the status of women and how media is playing an important role in the empowerment of and changing the traditional role of women from a passive to a active performer of the society. The media not only changes the traditionally held age old concepts of the society but also has brought a great change in the attitudes and beliefs of the people towards the role of women. But areas of concern still persist even today. It is necessary to explore that how far this concept of empowerment has worked, is working currently and will work for women in future. Women still remain the subordinate ¹² 'other' in different spheres which include the social, economic spectrum as well as the political arena. The term empowerment refers to a range of activities from individual self-assertion to collective resistance, protest and mobilization that challenge basic power relations, for individuals and groups where gender determines their access to resources and power, their empowerment begins when they not only recognize the systematic forces that oppress them, but act to change existing power relations. Empowerment therefore is a process aimed at changing the nature and direction of systematic forces which marginalize women and other disadvantaged sections in a given context. The goal of women empowerment is to challenge the patriarchal ideology, to transform the structures and institutions that reinforce and perpetuate gender discrimination and social inequality and to enable poor women to gain access to, and control of, both material and informational resources. The media has to play their critical role of promoting gender equality, women empowerment and women rights which are the burning issues of debate in India. There must be significant regulatory environment that influences the media's operations, shifts in patterns of media ownership and internal newsgathering process, as well as more media literacy and education among the general population.

The regulatory environment must promote a free, diverse and public interest media. This requires laws that shift the national broadcaster towards a public broadcaster, more incentives for the development of a diversity of both print and broadcast media and less restriction of press freedom and the promotion of media at the community levels. Placing gender equality, women's human rights and women's empowerment within the context of development process, will give rise to media stories and programmes that have depth, variety of sources, greater investigation and inquiry into issues as opposed to one- sourced shallow reports. Today, central to media's role is reporting on gender equality and women's human rights in the context of development and to improve women's access to freedom of expression in and through the media.

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There is a need to develop by the media and advertising organizations, professional guidelines and codes of conduct and other forms of self regulation to promote the presentation of non-stereotyped images of women. Therefore there is a need to establish, consistent with freedom of expression, professional guidelines and codes of conduct that address violent degrading or pornographic materials concerning women in the media, including advertising. There is a need on the part of the governments and international organizations, to the extent it is consistent with freedom of expression, to encourage the media to refrain from presenting women as inferior beings and exploiting them as sexual objects and commodities and to presenting them as creative human beings.

Media and Social Responsibility

We are passing through a period of 'Information Explosion'. This is the age of information. The electronic media, particularly satellite channels have completely changed the media scenario. All informations are easily spread in the age of globalisation. This has not only changed the psychology of people but also changed their approach and life style in offices as well as in homes. With the revolution in communication technology, any information can reach in every part of the world within no time. The information explosion has particularly affected the minds of the young generation.

The information revolution has also changed the thinking process throughout the world. The whole approach and emphasis has taken altogether a new turn. One important fact is that Information Revolution has helped in globalization. People today know more about the world today than few decades back. That is why there is also a talk of cultural invasion. However it is different to remain aloof in present world and different cultures will have their impact on others. There are attempts to keep different communities and their cultural identities intact by emotional appeal or by fanaticism, Even then it is difficult to resist the impact of other cultures or thoughts because of information explosion.

The Information Explosion has changed the look, content and presentation of newspapers. The Television, Newspapers, Print Media have helped people in making their opinion after seeing events on the screen. This has affected their thinking process and approach towards life. T.V. has today become a powerful medium of communication. Thus its role has become very important. The information explosion has brought more openness. This has also affected the political and social systems and the market. No government can now keep its people in the dark or in any illusion. People can see the happenings in any corner of the world with the help of electronic media and they can form their own opinion. Due to information explosion all types of controls on the flow of information have become almost impossible. The flow of information has also been responsible for changes in the lives of women. This has also accelerated the pace of technological development and economic progress. The Information Technology Revolution has greater impact on Agricultural and Industrial Revolution. Both the revolutions have affected man's life and living. All the three have also been major civilization revolutions.

The main function of media, including T.V., has been to inform and educate the women. The films and T.V. added the new function of entertainment to it. But there is very thin line between entertainment and proper communication as the market forces have started dominating the media, particularly the T.V. As there are large number of satellites and T.V. channels, they try to attract the advertisers. The manufacturers have found T.V. to be the most effective media to sell their goods by the help of advertisements and sponsored serials. The images of women portrayed in television soaps have a definite impact on the thought patterns of society. Women on television entertainment programmes are projected as non-thinking, sacrificing and suffering beings while educated and motivated women are seen as the scourge of the patriarchal order of the society. Media is an important tool for change. Women need to ensure that media reflects images that create positive role models of men and women in society, which will alter damaging stereotypes. To make their programmes attractive and popular the T.V. programmes attach glamour to it. The overdose of sex and violence in programmes has become the order of the day. This all had its effect in the minds of the younger generation. With arrival of foreign media on large scale, it is said that there is cultural invasion. This has changed the life style, fashion, thinking process of women. Consumerism and Commercialization have also changed their living habits. It is often alleged that women are drifting away from our own culture and identity. Western culture has been dominating the life-style. Thus sometimes it is felt that women have lost respect for their own culture.

Communication is a means, which can be used both ways, Through this the society gets entertainment

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and information. The information can be concerning education, agricultural development, social upliftment, national integration, social and human values, national defence, liberation from poverty and backwardness and growth of an individual personality. The same media can be used for selfish interests only to earn money and worldly property at any cost. The market forces have no concern to see that women develop a scientific temper which is very much needed today, as this is the age of science and technology. If the mind is not trained to use modern means in the interest of humanity then the evil mind can lead to disasters. This is what is happening today. In spite of material progress and information and explosion there is no end to conflicts, wars, unrest, exploitation, colonial tendencies and profiteering and lack of justice in case of women. It is the duty of the media to change this trend by using communication and information techniques in a way which can uplift the minds of the women. It is to be seen that market forces are kept without control and so do not go out of control. The economy is for the people and for the society. Society is not for economy. The market forces have to look into the interests of the society. Uncontrolled and cheap advertisements and selling substandard goods through wide publicity is a crime. The media has to decide as to which advertisements are worth carrying and which can damage the social fibre. The national and social interests have to be safeguarded. History shows that the country became slave when foreign powers captured political power through business. The producer is free to earn profits but money is not everything. The need of a healthy society and its future have to be kept in mind.

It is often found that at some places the T.V. is used for imparting education to women to & children. The satellite system has also helped the scheme of distant education. This is encouraging. The market forces have to see that media also meets the requirement of the society. There has to be a balance between profit motive and welfare of the women. Market forces are a part of the whole system in the country. They cannot be kept above national interest. The media controlled by the government has also to be disciplined and properly used keeping in view the social values. Media has to be responsible towards the country. It is also answerable to the society. No doubt it needs money to run itself. The advertisements are the biggest source of income. The market forces control the advertisement field and the government is also an important advertiser. It can create balance in this regard. The psyche of the market forces is to dominate the market through it, dominate the economy. This cannot be allowed. The situation of free for all, can create economic and political aversely. The media has to be used for constructive purposes also. The need of the hour is to see that proper balance is kept between industrial production, consumption, market and sales. The economic development and human values, both have to be kept in mind. The media has a responsibility to create an atmosphere and thinking to keep that balance. Only media can do it. The T.V. channels and cable operators will have to resist the pressures of market forces. The government media can come to the aid of the saver elements who are running such channels.

Conclusion :

Media indeed performs the role of imparting education, information and it is incumbent upon the media to grant freedom of expression to all and not just to those in position of power or formal authority. When the media bring attention to issues of gender inequalities and violation of rights of women in a manner that they become national issues central to governance, economic development. Media education, literacy and skills building among the public and specifically gender and feminist activists is also an important strategy for creating a broader base within the population of citizens who can effectively engage the media and influence the news agenda to create a wider debate and dialogue on gender equality and women's rights issues at the national, local and community levels. Generating well-informed dialogue and building consensus through raising public understanding of the links between gender equality, women's rights and development should come both from within the media and from public engagement, especially that of women across all walks of life, with the media. Creating the environment for a media that consistently covers and promotes gender equality and women's rights as a development issue therefore is not the preserve of the media alone, but requires an informed and committed interplay of actions that must be taken by government, the media, the civil society and human rights activists including those within the women's movement, and the general public, both men and women. As we step into the twenty-first century, it is not only journalism and mass communication which witness technology rule, but the lives of women is interlinked with the whole process. The vast audiences of women commanded by modern media is a source of strength and legitimacy for media itself.

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In this view the very popularity of programs and publications demonstrates that they serve the concept of women empowerment and their development in their fullest capacity.

Notes:

1. The article with the title: ‘ India ranks 135 in human development index: UNDP.’ discusses on United Nations Development Programme, on HDR, HDI, GDI, UNDP report for India.
www.timesofindia.indiatimes.com
Accessed on 23.03.15
2. The concept of equity is well elaborated in the book in Sommers Christina Hoff, 1995, *Who Stole Feminism? How Women Have Betrayed Women*, Touchstone, Simon & Schuster, New York, Pg. 22. In this book she describes equity feminism as having the ideological objective of equal legal rights for men and women and gender feminism as having the objective of counteracting patriarchic social structures in everyday social and cultural practice.
3. In the book Harcourt Wendy (ed.), 1994, *Feminist Perspectives on Sustainable Development*, Zed Books Ltd., London, one can see the chapter by Sabine Hausler on ‘Women and Politics of Sustainable Development’, Pg. 143. The chapter deals with discussions of sustainability which seem to end up with value-laden and totalizing visions of how the world ought to be, how to sustain, meaning to endure for a long period, feminism is about a transformative process towards an egalitarian and non-oppressive world rather than about keeping things the way they are forever.
4. In the book Fisher Jerilyn, Ellen S. Silber (ed.), 1998, *Analyzing The Different Voice: Feminist Psychological Theory and Literary Texts*, Rowman & Littlefield, Maryland, U.S., the importance of decision-making process, the role and participation of women, the relationship between ends desired and the means used to achieve the desired ends are discussed.
5. The various dimensions of social change encompasses the concepts of justice, liberty, equality. The State is seen as an engine of growth and development that would usher in a new civic order based on progress and prosperity. On the basis of the resources that are generated through such growth, the State would be able to ensure the various dimensions of social change like liberty, equality, justice. In a modern society media plays the role of a mediator and protector for the purpose of ensuring justice and equality for all sections of social strata and as a liberator of the oppressed people. The issues are widely discussed in the book Kothari Rajni, 2010, *Rethinking Democracy*, Orient Blackawan, New Delhi, Pg. 30-37.
6. These views have been discussed in detail in Basu Rumki, 1993, *The United Nations*, Sterling Publishers, New Delhi, 1993, Chapter 16.
7. Ibid, Chapter 17.
8. This has been extensively discussed by Joshi Subhash R and Kiran Prasad (ed.), 2009, *Feminist Development Communication*, The Women Press, New Delhi, 2009, Pg 28.
9. On this issue one can refer Christabell P.J., 2009, *Women Empowerment Through Capacity Building: The Role of Microfinance*, Concept Pub., New Delhi.
10. Satyamev Jayate (English: Truth Alone Prevails) is an Indian television talk show aired on various channels within Star Network along with Doorshan’s DD National. The first season of the show premiered on 6 May 2012 and marked the television debut of popular Bollywood actor and filmmaker Aamir Khan. The second season of the show was aired from 2 March 2014 and the third season started from 5 October 2014 (every Sunday at 11 Am.). The program aims to empower citizens with information about their country and urge them to take action.

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www.satyamevjayate.in Accessed on 24.03.15

11. For Grameen Bank Programmes and grameen Phone Programmes the following websites can be seen.
www.graminbank.com Accessed on 26.03.15.
www.wikipedia.org/wiki/grameenphone Accessed on 26.03.15
www.appropriateit.org/grameen-phone-ladies/ Accessed on 26.03.15
12. The concept of 'other' can be understood especially with reference to the book Beauvoir Simone de, 2009, *The Second Sex*, Vintage books, London. Pg. 6,7,9,10. The category of 'other' is as original as consciousness itself. 'Other' is posited as 'other' by the 'one' positing itself as 'One'. But in order for the 'other' not to turn into the 'one', the 'other' has to submit to this foreign point of view. The man who sets the woman up as an 'other' will thus find in her a deep complicity. Hence woman makes no claim for herself as subject because she lacks the concrete means, as she senses the necessary link connecting her to man without positing its reciprocity, and because she often derives satisfaction from her role as 'other'.

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