



# NAGALAND UNIVERSITY

## DEPARTMENT OF SOCIOLOGY

### Sociology Lecture Series



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## Media and Women Empowerment: Projection and Representation

### Abstract

The subject of women and media has been discussed quite frequently. We have good documentations available on the portrayal of women as a product and the accompanying body politic in media. Media can act as both a perpetrator and as a protagonist. It can either be an accomplice to gender based discrimination by portraying stereotypical sensational images of women or it can provide balanced coverage that empowers women while exposing acts of gender bias. Although the position of women has improved in the 21st century with their participation in politics, business, sports and almost every sphere of life, the media after globalization has started portraying women as a commodity. The attempt by the media to obliterate the political projects of feminism and appropriate certain aspects of the women's movement's agenda into the construction of a new sign system revolving around the new liberated modern subject position 'woman' only accentuates woman being commodified as a selling strategy for conspicuous consumption (Chanda, 2004). This lecture presents a feminist critique of the extent to which women's issues and characters are covered and presented in media vis-à-vis their representation in decision making.

**Date: 6th September, Friday 2024**

**Time: 5.00 PM**

**Google Meet Link: <https://meet.google.com/doz-jonf-jtk>**