

## Social media role in women's Empowerment

**Dr. Bollam Tirupathi**

*PDF Scholar, Dept. of Journalism, Osmania University and Senior Journalist, Hyderabad, Telangana, (India).*

### ABSTRACT

*Social media plays a vital role in the taking women into a higher level, making them economically and socially stronger. Every educated woman is somewhat conscious of a social media outlet or device. The world has become a village by social media. Women who are employed by this support are seeing every day around the world every day. By doing so, they are working hard to improve their knowledge and job skills. All the women who are employed are social networks that have become a community and are transferring information from time to time. Supporting information available through social media, even if you have a new job. There are no jobs anywhere with regard to area. Then they earn enough jobs for their education. Social media will also benefit from women's political leaders in the era of today's technology. They are elected as public figures by increasing their political dimensions. From today's Kaplan Chawla to the Defense Minister Nirmla Sitharaman, women are sprung up in all spheres and are ideal for women today. There are also scams through social media. The events that triggered the misfortune of women through social media channels have also emerged. Women who work with false information are subject to cyber crimes.*

**Key words:** *Social media, workingwomen, cyber law, and Empowerment, Knowledge, Education, Network, Technology and awareness.*

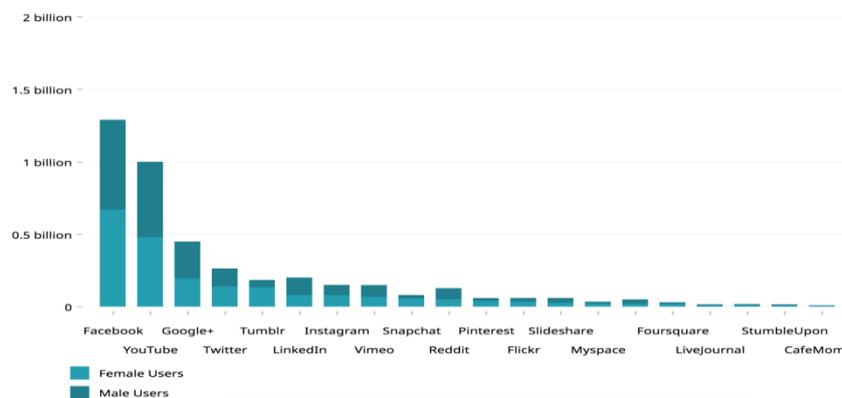
### I. Introduction

It is said that a woman behind every successful man will be a woman. There is a good family behind every woman. It's all right. Now there is a social media behind a woman's success. In many cases, there are also cases of women being cheated on a variety of subjects (Mirani, S, 2014). There are many who are doing the truth. This issue has also been found in several studies. Women come to know much information on social media. Social media, which has long been limited to males, has now grown in women. Without the original social network, there was a feeling that it was impossible to go to higher position in career (C Pimmer - 2012). In this case, students should say more. On the basis of social media to gather information on business, relationships, education, jobs etc. But it is used to tell time pass coupons in social media to watch videos online rather than to get a job.

Social media has become a major way of women's empowerment. For women who have been critically endorsed in education, employment and employment in the medium, the importance of mediation is minimal.

Women's role as news or news journalists is very limited. In the electronic media, young people are taken as anchor for screen glamour. But the importance they give is low. The Print electronic media is the only news for sexually assault on women. Similarly, non-marital relationships are made up of women's articles. Women's achievements, we can not even see in the media that the voice of the bulk of the bullets in all the sectors is in front of us is very low.

Female Users and Male Users of Social Media Sites pages



Schoolgirls, college students, workingwomen, housewife, senior citizens, and others are from social media who are starting from girls. Social media is mostly used on Face book, Google +, Whats App, Twitter, Blog spot, Buzz-Net, Orkut, Face book Messenger, Insta gram, Skype, LinkedIn, Telegram etc. There are women in the social media around the world. Women are 76%, men 24% (brandwatch.com). There are more than 50 million women in Face book. About 22% of women are women, 15% are men. In Face book, 71% of populations were 76% women and 24% men. In other social networks, women are 19% and men 24%.

92 per cent of our students are Face book, 62 per cent ... so that the company will have full empowerment on what it wants. The company that went to the interview is learning the full information. Students are more often employed than social media ladies. It looks in developing and developing countries. Students are using social media finances as a tool for higher education. Social networks became an instrument to learn academic issues like quizzes, case presentations. Participation in professional communities, including occupation and professional identities and consultations, is also part of this. Such technologies allow students to study beyond the local communities. Instead of professional social networks, connections make it easier. Deficiency for learning and policy there is a clear clarity in educational and educational transformation to support education and health in developing countries.

## II. Business

Some of the creators of the creators are presenting their products through social media. Thereby providing employment through online training is marketing.

There is no need to tell anyone about Telugu Popular Singer Sunita. Sunita, who is mesmerizing with her dress, has entered the business. It also took into account the social media and entered the new field. Sunita, who has done a short film titled Raga. Social media has been released on You Tube without selling it to productions somewhere. Sunithane is the main role. This short film by Sri Chaitu, a young director, is currently in the social media. Millions of views within a few days of release were not short-term. This is a rise in the number of people coming to know about Sunita Personal Life and Feelings. Interview on the online media channel called 'I'm Dream' has also achieved a similar response. Other singers supporting Sunita are also supporting this film in their social media network. Geeta Madhuri is in front of it. This short film provided by Sunil Kashyap music was taken on a sociable point on how women should be fought when they are female empowerment and humiliation in society. The response is also good. Social media has never been more likely to set up more records before Sunita.

Whether the advertising of products through social media can quickly go public, it is not the right platform to build real brands (C Pimmer - 2012). Do not think back or think about the controversial announcements on social media such as Twitter.

### III. Review Literature

**Victoria A. Newsome and Lara Lengel, 2012-** Online network and social media in Arab women have brought social change. Particularly feminism, action, tunisheia, and Egyptian women come to a clear clarity. The online social media has done its best to bring about social change. Many Arab organizations and solidarity organizations have researched to produce and develop a variety of resources around the world, using locally available resources. It is based on information transmissions available online. Particularly, through the multi-phase of broadcasting and dissemination, various agents have used civil journalism with dialogue negotiations (Newsom, Legnel, & Cassara, C, 2011). The observation of local knowledge has been examined as women transform the world's knowledge. Management managers looked through structurally, reconstructed, user-friendly media systems.

**Julia Schuster, 2013-** Women's organizations that fight women's rights have become societies through online finance and have fought celibacy against feminist issues. Young women from New Zealand have been found to be active in social media online. Women have been mobilizing political issues and making it more active in feminist activities. Young women actively use social media to play a politically active role. Through the online community such as blogs and Face book, the majority of the people are talking about their political power. There are concerns that there are not enough women in some cases. Young women are using new media, supporting each other and engaging in real world through political negotiations. Young women use the new media for the ability to reach the larger masses of social media, convenience, and reach of the masses. In addition, younger women are the easiest way to become less expensive. There are many opportunities for female

participation in the political online event. However, by using new media, the division between generations of women has been reduced further.

**Odin Maurice, 2013-** Arab women have no significant skills in national development. Empower women to be productive in their own lands. However, in fact the women of the Arab world are excluded from participating entirely in national development. They have fewer seats than men in government, politics and private sector. This situation is a matter of concern. The BBC reported that the number of women in the Arab World Parliament Union (IPU) was revitalized in 2005. However, there are only 6.5 MPs in the Parliament Union (IPU). According to the 2000 census, most women in Jordan, Tunisia and Morocco are elected as public representatives.

**John W. Higgins, 2009-** Empowering women through community television movement. Women empowered the cable with the help of cable television and attracted public access. Media literacy, the nature of the variation of social change, and the polo free taxonomy of social action. Technical tools are important for women's social change. Modern media technologies can be used for more democratic purposes.

**C Primmer , 2012-** Students and professionals are getting information through social media in developing and developing countries. Specifically, information gathering includes medical students and female faculty on the topic book for Clinical Knowledge, for analyzing the subject. Social media is making the clarity to take clarity on their suspicions for analytical practices. There are two important things. One of them is taking a clear clarity on their suspicions about academic issues. Quizzes, Case presentations and related tactical practices are added to academic matters. Second, consultations are on to increase the socio-cultural perspective.

#### IV. Aims

Today the social media revolution in the media world is running. Print, social media to become competitive to the electronic media. Big, literate, illiterate, women-men are not different. Only the smart phone in hand is connected to the social media. This information is transferring faster than electronic media. In this article, however, the social media-working environment can be used to look at how the women are empowered to make social empowerment

#### V. Signification

Even though India's independence in the country is over 70 years, women have not improved in all areas. Governments that have been in power for a long time, but also because of the facilities in the country. However, there are times when men have proven to be no less. Who served as President of the Pratibha Patil, Lok Sabha Speaker Sumitra Mahajan, Kaplana Chawla, and Nirmala Sita Raman, the Defense Minister, and External Affairs Minister Sushma Swaraj. Still, women who are employed do not seem to have the desired level of competence. However, in recent years, women are connected to social media, which are being branded as

new media. Staying aware of the information from time to time. Social media has become an important step for them. Social media significance has been explained in terms of working women's empowerment.

## VI. Objectives

1. Learning academic issues through social networks and social media.
2. Make social media platform for suggestions and suggestions on family matters.
3. Establish new relations through community welfare and community social networks.
4. Remember that there are losses along with social media.

## VII. Methodology

Content analysis has been done to write this article. The data was collected on the basis of secondary data. Various journals, papers, books and research papers have been examined. Based on a summary of many articles, this article is written in content analysis.

## VIII. Analysis

Social media has become a weapon or tool in women's hands, along with the development of technology. Social media a person has become a media organization. Face book pages, Whats aap, Orkut, Insta gram, Twitter, and other social media are playing voice. Face Book creates pages, groups and raises their problems. The social media is exaggerating in the sexual assaults and inaccurate behaviors in the workplace.

Some are participating in debates in Whats Aap groups. Fundamentalism is a help line that has been established for women. Organizations, such as the value of democratic writers, promote their activities and workshops through social media.

1. In Prakasam district in Andhra Pradesh, a young man who fraudulently chased a student was forced to marry. However, the victim tried to rape her when she refused. Friends also helped. The folks who took the whole video were put on social media a few days later. The incident came to light when the media caught it. The police registered a case and sent the accused to jail. Here the social media has done justice to the victim.

2. Increasing Online Violence against Women In the world, connecting is the centerpiece of the vilentent online silent online poppy. The United Nations Broadband Commission concluded in its survey that women particularly affect the online side effects. 75% of the women are subjected to online violence.

3. Rapid action on online hints is rape cases. Surveys conducted by UEn in 86 countries are taking action on online violence. India is also now on the online violence list.

4. 46.7% of the women surveyed showed that only 35% of Indian women were subjected to sexual harassment cases and 46.7% of women did not come out of the country. On the other hand, India is one of the top 6 countries to express their views freely. On the other hand, our laws are intended to strengthen the technology, Internet and digital communication, to make it more robust and technological. This burgeoning technology will have to wait for any breakup.

5. On August 25, 2015, a woman was sent to prison for an attack in Delhi. The police took the evasion of the photo with the photo. A man on a bike hit a woman from a Delhi university. This is the counter-lady Targeted Together. Going on the bike and behaving indecently. Immediately, the photographs on his smart phone were taken to the police by social media. The police reached the spot in minutes and caught the accused. The police reached the spot in minutes and caught the accused. The police laughed in the courageous allegations of the woman.

The social media has been actively involved in the rigorous case that has created sensation throughout the country. Fear has led to the law.

There are also cases of women being fraudulent by social media postings. In some cases social media will give courage to women who are in trouble. It is like a father who keeps the social media in check and exposes the injustices they have made to the outside world.

## **IX. Communicator**

1. Social Media Best Communicator. Women who do jobs are making social media as part of their duties. Social media can be used as a good tool to start personal purchases from online purchases. Most of the information they need is through social media. The lack of time for women who work for jobs has become a major factor in relying on social media. Social media is a mediator in discussions with fellow friends to increase their professional skills and to eliminate the difficulties of the profession.

2. Social media is also used to learn academic subjects. Learning through academic opportunities through social media increases their qualifications. There are also educational suspensions. Social media role is crucial in strategic decision making on strategies, profits, challenges, etc. Because the social media has become the primary way for young generations to communicate with the world. In addition, they actively apply love to their social-post-secondary lives. Provide everything from child school selection to course choices. Attention for this change is critical for professional communicators working in post-secondary.

3. The secondary School uses social media in many ways to strengthen the child information. Students are collecting information through social media to face the crisis in the right course selection. By doing so, we are working to overcome challenges.

4. In fast, dynamic and now developing, digital era we also say workingwomen's. As the speed of the era, the way the communicate changed the whole form. All smart phones, tablets and other gadgets have emerged.

5. In the case of family matters, suggestions are shared by Face book and Twitters to take suggestions. Family members are more likely to take care of those who have a link with social media. Family matters and fights are also shared with others. Social media has become a special tool to make distant bonds too.

6. Relations in the Today's Speed generation are shrinking. Social media at that time adds new friendships. They are filled with new bonds. Including community relation, there is a place for all those who are on the side. Every week, it serves as a platform for community meetings. New Empowerment in Education and Employment in Women through Community Relations

7. Social media is reminiscent of some of the things that were previously forgotten. The social media platform adds the brackets broken during school. Women's employees are busy with their family duties and office duties. Social media remembers the things that have been forgotten at that time.

## X. Conclusion

1. Social media has become increasingly essential for communication and media for the use of information technology: the development of social media advocacy through new technology. Providing equal use and usage. Training of strategists on strategic lines to conduct online campaigns (e.g., use of hash tags, monitoring effect, and target identification).

2. Social media creates strong bonds: Social media is becoming a good platform for working women to develop audience and strong messages. This gives a kind of courage in women. Social media is enhanced in their ability to make a decision and encourage them to participate in the leadership. Strategic partners will help complete the policy makers. There will be adverse effect on both decision-making processes and public awareness on key women's issues.

3. Grassroots Women's Networks: Participation in the cross-sector of actors including traditional media and men, and social media campaigns are based on local women's movements. And plays a crucial role in strengthening advocacy efforts. Separate media campaigns can be improved by mixing social media traditionally. In addition, the men and other traditional partners can strengthen the message of participants and make the same amount of local and global work.

4. Several investigations have shown that social media has a strong impression among everyone. Digital job changers are becoming a root map for women. This is the most widely used digital media apparatus where cases of women's atrocities are not recognized.

5. They are courageous to achieve empowerment in women. Has become a guide to expressing strong opinions on various issues. Hence various protests and demonstrations have become more time and partial to change their policies in the direction of women's equality and gender justice.

6. Financial Schemes are also being utilized to provide governmental finance. The problems faced by women are taken to the attention of the governments and become more and more efficient. Social media platforms are increasingly becoming increasingly empathetic to those who grow up in their groups.

7. Particularly victims such as female rape and sexual abuse are facing serious problems. To help such people, the governments become more flexible to become interactive. Social media has become a good platform for the youth to express their strong opinions and to protest against the government's negligent and humiliating attitude. Social media is also a powerful weapon that will simultaneously spread the issue and increase women's role in society.

Workingwomen are more active and active in social media. Because the governments failing to provide information, the social media is meeting social deficits. Sexual harassment on women with social media postings has also increased. No matter how many cyber laws, they are not punishing the accused. Here's how social media can make women empowered, and the hardships and social havoc on social media should be cautious. If not, it is fraudulent.

## Reference

- [1] Chakrabart, K. (2013). Gender Justice and Social Media Networking in India: New Frontiers in Connectedness. *The Asian Conference on Media and Mass Communication: Official Conference Proceedings*.
- [2] C Pimmer - 2012, Face book as a Learning Tool? A Case Study on the Appropriation of Social Network Sites from Mobile Phones in Developing Countries\_ *British Journal of Educational Technology*\_ Online ISSN: 1467-8535 Regina. (2012). 16 Notable Face book Pages by Anti-Violence against Women Organizations. Retrieved from 16 days. The pixel project.net/16-notable-facebook-pages-by-anti- violence-against-women-organizations.
- [3] European Parliament (2013), Women in Decision -Making: The Role of the New Media for Increased Political Participation, Directorate General for Internal Policies, Policy Department C: Citizens' Rights and Cons Situational Affairs, p. 35.
- [4] <https://www.brandwatch.com/blog/men-vs-women-active-social-media/>
- [5] John W. Higgins, 2009- Community Television and the Vision of Media Literacy, Social Action, and Empowerment; *Journal of Broadcasting & Electronic Media*: Volume 43, 1999-//Issue4.
- [6] Julia Schuster, 2013- Invisible Feminists? Social Media and Young Women's Political Participation; Volume: 65 Issue: 1, Page(s): 8-24- Article First Published Online: May 31, 2013; Issue Published: June 1, 2013.

# International Conference on Recent Developments in Engineering, Humanities and Management

Osmania University Centre for International Program, Hyderabad (India) (ICRDEHM-18) 

25<sup>th</sup> November 2018

[www.conferenceworld.in](http://www.conferenceworld.in)

ISBN:978-93-87793-57-6

- [7] Marana's., Pannu, P. & Malhotra, C. (2014). Empowering Women through ICT's: Cyber Campaigns on Violence against Women in India. *Indian Journal of Public Administration*, IX (3), 679-695.
- [8] Odine Mauric, 2013- Role Social Media in the Empowerment of Arab Women; *DFI Global Media Journal*; Hammond, In. Vole 12, and (Spring 2013): 1-30.
- [9] Victoria A. Newsom<sup>1</sup> and Lara Lenge<sup>2</sup>, 2012- Arab Women, Social Media, and the Arab Spring: Applying the Framework of Digital Reflexivity to Analyze Gender and Online Activism, *Journal of International Women's Studies*; Vol 13 #4 October 2012.