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Title of the Book: *Whose News? The Media and Women's Issues*

Edited by: Ammu Joseph and Kalpana Sharma.

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The “Whose News? The Media and Women’s Issues” of multiauthor work edited by the Ammu Joseph and Kalpana Sharma is a really war book in term of media coverage and gender issues. This is a bellicose literature work on the representations of women’s issues in the Indian print media during the 1980s with previous edition which has been revised in the linchpin of light of contemporary developments, passionately carry out contains an updated version of the original work (1994), in this addition to a detailed discussion on the changing interface of gender and the media (print media) in the background of globalisation. Unique gender analysis of media content, and locates, views and assess the coverage of gender issues in the media within the context of latest trends in both the economy and the media industry. Applying a novel and meticulous methodology, it offers a distinctive view of the history of both the media and the women’s movement in India at the beginning of the 21st century.

The work is divided into two parts: first part divided into two section one is English daily newspapers and other is English periodicals, and the second parts of covers a cross-section of the Indian various vernacular language press. First of all praface through the introduce the first edition has become the first chapter of this book, broadly providing various kind of highlighted issue and the whole background and context of the study.

Print media is a one of the important form of mainstream media, and author is chose it for study in book. In this book classification of print media is three different parts, one is National leading English newspapers, second is a periodical and magazine and lastly, vernacular newspapers of Hindi, Tamil, Bengali and Gujarati.

The 8 march 1980s was a very active stage of campaigning by the Indian women's movement, and it was able to project its struggle in the media. This book examines the illustration of five landmark issues, namely, dowry violence, rape, sex determination taste, shah bano controversy, and the practice of sati.

These issues attracted maximum media attention in the decade 1979–88, not only because they confirmed to long-established definitions and priorities of news, but also because the woman's movement carried out public campaigns around them that made them even more interesting. Media awareness was drawn to dowry deaths during 1978, when there was a series of reports of young brides dying in domestic activities of kitchen accidents.

The methodology of the work involved a detailed scrutiny of each of the five issues for a period of three to four months when media coverage was at its top. For the section dealing with the English language press, five leading daily newspapers (Hindustan Times in the north, The Hindu in the south, The Statesman in the east, The Time of India in the west and Indian Express in the edition of different parts of country), four periodicals (India Today, Sunday, The Illustrated Weekly and The Sunday Observer) and two women's magazines (Eva's Weekly and Femina) were chosen for study.

Each of the vernacular language sections (Navbharat Times for Hindi, Dina Mani for Tamil, Ananda Bazar Patrika for Bengali and Janmabhumi for Gujarati) looks at one daily newspaper, one general interest magazine e. g. Ravivar, Kalki, Desh and Chitralkha respectively, and one women's magazine like Gruhshobha in Hindi, Mangaiyar malar in Tamil, Sananda & Sukanya in Bangali Stree in Gujarati.

All of the above mass media are discussed in particular by the selected issues. Go through of specific cases by women's groups in Delhi brought the issue to the public domain. Another issue that vitalized the women's movement and played itself out in the print media was the Supreme Court judgement on the rape of a impuber girl by three policemen in a police station in Maharashtra. Another Supreme Court judgement in 1985 that led to a nationwide campaign involving not just women's groups, but also major political parties was the maintenance decreed to a 70-year-old Muslim divorced woman, Shah Bano. Her husband had challenged the order of a lower court on the grounds that under Muslim Personal Law, a woman is only entitled to maintenance for a period of three months after divorce.

In 1986, a campaign was launched by some health activists and women's groups in Mumbai highlighting a disturbing increase in the number of sex determination tests in the private sector. But the issue that ignited the maximum coverage was the campaign against sati launched in 1987 after the self immolation of a young widow named Roop Kanwar on the burial pyre of her husband in Deoria district of Rajasthan.

The author says, the analysis of the representation of these five issues is closely related to the interpretation and constructions of news and the meaning of printable news. While on the one hand, mass media not only plays a role in circulating information and knowledge and shaping norms, attitudes and behaviours, its choice of subject, presentation and analysis are closely tied to the commercial interests and profit-minded of its contributors, namely, advertisers and owners.

For example, violent atrocities against women elicit more coverage than less gruesome forms of oppression. Thus, something is very different about, that the sati and rape issues received more coverage than the sex determination controversy. Apart from to advantaged events over processes, media show a singular pensiveness with the political, legal and religious over gender issues. So, while sati and the Shah Bano controversy received maximum coverage, both quantitatively and qualitatively, hardly any article dealt with the issues from the women's point of view. There was no debate of the status of women outdoor religion and family, or even the circumstance of divorcees in Indian society. nevertheless, a visible trend during the decade was an increase in the coverage of issues related to women, a trend to which the roll of female journalists cannot be ignored.

According to author, the representation of these issues in daily English newspapers like Hindustan Times, Indian Express, Times of India, The Hindu and The Statesmen are more priority legal, political or religious ramifications in varying combinations are accorded then purely 'social' issues. Therefore both the Shah Bano and 'sati' controversies. Which had all these dimensions, took up maximum space while dowry deaths and rape, despite having legal implication, lagged far behind. One of the remarkable thing that only the Indian Express questioned the communalisation of issue, out of five daily leading newspapers.

As in the case of four periodicals surveyed indicates a trend similar to that newspapers included in the study. In all of them the Shah Bano and 'sati' controversies received the more coverage, especially in India Today. The sex determination equation uniformly poor coverage in

most of the periodicals. Sunday was an special case in that it had four pieces on the subject- more then the number carried on either dowry deaths or rape.

On the other hand, despite a human interest focus and a female target audience, commercial women's magazines like Femina and Eve's Weekly failed to provide a forum for debate of these issues in a gender-sensitive way. Indeed, the very format of these publications, light content and a tempered style, rejects any serious engagement with women-centred issues of social significance that challenges patriarchy and the status quo.

As the large articles by Shubhra Gupta, Prasanna Ramaswamy and Vasantha Surya, Maitreyi Chatterjee and Sonal Shukla in the second portion of this book show, the vernacular press broadly followed the agenda and trends of the leading English language media. For example, in the matter of the Hindi press, the five issues were handled quite seriously in Navbharat Times, less so in Maya and not at all in Grihshobha. While articulating to local tastes and sensibilities in a superficial type of way, the regional language media did not bring a more culturally clearer understanding of the issues, since they followed the framework of the English press.

With supportive material on the contemporary interface between gender and the media, and with a correction of the original study undertaken more than one and half decades earlier by the authors, the being work offers a helpful seriated account of continuities and change in the relationship between women and the Indian press. It marks the transformation from phase of media activism rooted in overall struggle to one of shiny journalism driven by the market focus on individualism. The central argument of book on investigation is not only the coverage of issues, but also the perspectives of audiences, women's participation in media representations and their stereotype and perspectives in media content. There is an effort to include a feminist critique of the form and doctrine underlying such representations in force of a changing economy, the media manufacturing and the women's movement in the country.

In case of my personal understanding about by authors overall book description is very well related to selected issues, but in this book not have been define as a different element of media coverage belong to patriarchy, social structure of power and category of character in news content any selected issue, because of journalism is based on communication theory and journalist of theory is a cornerstone of '5W1H' (What, Where, When, Why, How and Who) modals.

And finally, despite the greater visibility of women in the media at all levels, feminisation of news in the true sense of the term has not interpreted. For example, even though all the five issues remain extremely relevant today, their coverage continues to be doubtful. And also, the born of celebrity and lifestyle based journalism has pushed the real concerns of usual women to the background. Series of violence against women still get attention, but mainly on account of their

Sensationalist value. However, some positive changes such as a decline in plainly sexist writings, variegation of issues, and incorporation of women's interests by political parties have given a newsworthiness and centrality to issues that were earlier absent. The focus still remains on the voices of the legendary and dominant rather than on the majority of common. There is found need for gender mainstreaming which can only happen through a greater diversity of images, voices and nature in media manufacturing, presentation and assessment.

Reference:

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2. Joseph A. & Sharma K. (2006). The "Whose News? The Media and Women's Issues. New Delhi: Sage Publications. (2nd eds.)