

A Study on Exploitation of Women in the Field of Mass Media

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I. Introduction

Researcher have taken the topic exploitation of women in the field of mass media because now at present we can see that women are facing lots of problem and as specially in the field of mass media as they don't have proper safety and even in the society women are treated in low position in the mass media field .So as a researcher .The purpose of doing this is to know that women working in the mass media field.

II. Methodology

Social Relevance Objects Research Design

The research design was destructive and exploratory where the investigator wants to explore and describe the exploitation of women in the field of mass media

Sample Size

For the present study I have taken the sample of 20 women

Sampling Technique

To select samples purposive sampling method is used sample where chosen at their work area and interviewed till the researcher completed target.

Inclusion Criteria

Women in working in the field of mass media are included.

Sources of Data Collection

Data collection is done through both primary and secondary sources.

Tools of Data Collection

Interview scheduled prepared by the researcher was the tool of data collection

Data Processing

The study has been conducted using interview scheduled at the time of personal interview of the respondents .The collected data was cruticized, edited ,coded put in a master sheet than data has tabulated.

Limitation

The study is limited only to 20 respondents in Dakshina kannada district of Karnataka state

Objectives

To identify different types of exploitation on women in the field of mass media. To study the coping mechanism of women in the field of mass media .

Researcher

Selected the sample among from women working in the field of mass media .Purposive sampling technique is used in the selection of sample .The data is collected by using interview scheduled specifically framed for the purpose of the study .The questions asked are closed ended

Analysis:

Table Number: 1 Age Wise Distributing System

AGE	NO OF RESPONDENTS	PERCENTAGE
a) 22 – 24	03	15%
b) 25-27	04	20%
c) 28-31	11	55%
d) 31 -33	02	10%
TOTAL	20	100%

The above table shows that 55% of the women are involved in the age from 22-24, 20% Of the women are involved in the age from 25-27%, 15% of the women are involved in the age from 22-24%, than 10 % of women are involved in the age from 31-33

Table : 2 Educational Qualification Of Women

Educational Qualification	Number Of Respondents	Percentage
a) Diploma	02	10%
b) Degree	10	10%
c) Post graduate	06	50%
d) Other	06	30%
TOTAL	20	100

The above table shows that 50% of women are involved in post graduate studies, 30 % Of women are involved in others ,10% of women are involved in degree ,and other 10% of women are involved in diploma sector

Table: 3 Experience of Women The Field of Mass Media

Experience	Number Of Respondents	Percentage
a) below 1 year	4	20%
b) 1-3 years	3	15%
c) 3-5 years	9	45%
d) 5-10 years	4	20%
e) 10 and above	-	
TOTAL	20	100%

The above table shows that 45% of women have a experience of 1-3 years in the field of mass media ,20% of women have experience of 5-10 years ,20% Of women are also have experience of below 1 year, 15%of women are experience of 1-3 years and 10 and above no one

Table : 4 Religion of Women in Mass Media

RELIGION	NUMBER OF RESPONDENTS	PERCENTAGE
a) Hindu	15	75%
b) Muslim	1	5%
c) Christian	2	10%
d) Jain	2	10%
TOTAL	20	100

The above table shows that 75%of women are of Hindu religion , 10% of women are of Christian and Jain and 5% are of Muslim religion.

Table: 5 Martial Status of Women in The Field of Mass Media

MARTIAL STATUS	NUMBER OF RESPONDENTS	PERCENTAGE
a) Single	06	30%
b) Married	14	70%
b) Divorce/ separation	-	
TOTAL	20	100%

The above table shows that 70% of women are married in the field of mass media, 30 % Of women are single and women in divorce/separation are no one in this field.

Table: 6 Whether Do You Have A Glass Ceiling Effect

Glass ceiling effect	NUMBER OF RESPONDENTS	PERCENTAGE
a) Yes	01	5%
b) No	19	95%
TOATL	20	100%

The above table shows that 95% of women are not effected by glass ceiling effect , and 5% of women are effected by glass ceiling effect

Table :7 Whether Do You Have Safety in The Mass Media Field

DO YOU HAVE SAFETY IN THE MASS MEDIA FIELD	NUMBER OF RESPONDENTS	PERCENTAGE
a) Yes	16	80%
b) NO	04	20%
TOTAL	20	100%

The above table shows that 80% of women feel safety in the field of mass media ,and 20% of women are not feeling safety in this field.

Table: 8 In What Way Is The Society Looking When You Are Working In The The Field

SOCIETY LOOKING FOR WOMEN IN THE FIELD	NUMBER OF RESPONDENTS	PERCENTAGE
a) Good	15	75%
b) Bad	05	15%
TOTAL	20	100

The above table shows that 75% of people in the society are looking better towards the women ,and the other 15% of society people are looking bad towards the women who are working in the field.

Table : 9 Are You Getting A Proper Salary.

Are You Getting Proper Salary	Number Of Respondents	Percentage
a) Yes	18	90%
b) No	2	10%
TOTAL	20	100

The above table shows that 90% of women are getting a proper salary, and other 10 of women are not getting proper salary.

Table: 10 Whether You Have Family Support

Whether Do You Have Family Support	Number Of Respondents	Percentage
a) Yes	17	85%
b) No	03	15%
TOTAL	20	100%

The above table shows that around 85% Of women in the field of mass media are having support from their family members and 15% Of women are not having a proper support from their family.

Table: 11 Do You Have Any Obstacles In The Starring Or Your Dressing Style

Do You Have Any Obstacles In Starring Or Dessing Style	Number Of Respondents	Percentage
a) Yes	09	45%
b) No	11	55%
TOTAL	20	100

The above table shows that around 55% of women are not having obstacles at their dressing style and starring, around 55% of women are facing that problem.

III. Findings

- 1) Through the analysis that has been done by the researcher found that around 55% of the age 28-31 are working in the field of mass media and only 10% of women of age from 31-33 are working.
- 2) Through the analysis that has been done by the researcher found that 50% of women are who are working in the mass media field are post graduate students and 10% Of degree , and 10% of diploma.
- 3) Through the analysis that has been done by the researcher found that 45% of women in the mass media are experienced of 3-5 years , and 15% of women are experience of 1-3 years.
- 4) Through the analysis that has been done by the researcher found that 75% of women in the mass media are of Hindu religion , and 5% of women are of Muslim religion.
- 5) Through the analysis that has been done by the researcher found that 70% of women in the mass media field are married , and 30% of women are not married.
- 6) Through the analysis that has been done by the researcher found that 95% of women in the mass media field are not affected by glass Ceiling effect , and 5% of women are affected by glass ceiling effect.
- 7) Through the analysis that has been done by the researcher found that 80% of women in the mass media field are feeling safety , and other 20% of women are not feeling safety in their field.
- 8) Through the analysis that has been done by the researcher found that 75% of women who are working in the mass media field the society is looking is in a good way and other 15% of the society are not looking to a women in a good way.
- 9) Through the analysis that has been done by the researcher found that 90% of women in the mass media field are getting proper salary, and 10% of women are not getting proper salary.
- 10) Through the analysis that has been done by the researcher found that 85% of women in the mass media field are getting a proper family support 15% of women are not getting a proper family support.
- 11) the analysis that has been done by the researcher found that 55% of women in the mass media field have found obstacles at starring and their dressing style, and 45% have found this problem.

IV. Conclusion

Researcher have analysed and done the findings on the topic study of exploitation on women in the field of mass media researcher came to know that women are facing different kinds of problem in the mass media because as women are discriminated and even women are also getting low facilities in this field. They are not treated equally as men. Even women are not getting a proper salary and no proper family support because women have to work in the mass media field sometimes day and night.

V. Discussion

The researcher has done the above finding by doing the analysis .The researcher found that while doing the discussion with the each respondent .Researcher has got different views about each respondent .Respondent have their own opinion regarding their mass media. All the below respondents the face to face discussion was really good the researcher because the views of Each women were different for each other. So researcher found out that the discrimination of the women is increasing day by day here according to the respondents few of the women have negative thoughts as well as the positive thoughts .Researcher had got a good experience by doing interview with each of the respondent.

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