



**Bharathidasan University  
Khajamalai Campus  
Tiruchirappalli-620023  
Tamil Nadu, India**

**Programme: M.A Gender Studies**

**Course Title: Gender Representation in Media:  
Feminist Critique  
Code: CC-VII**

**Unit- III-Communication as Empowerment**

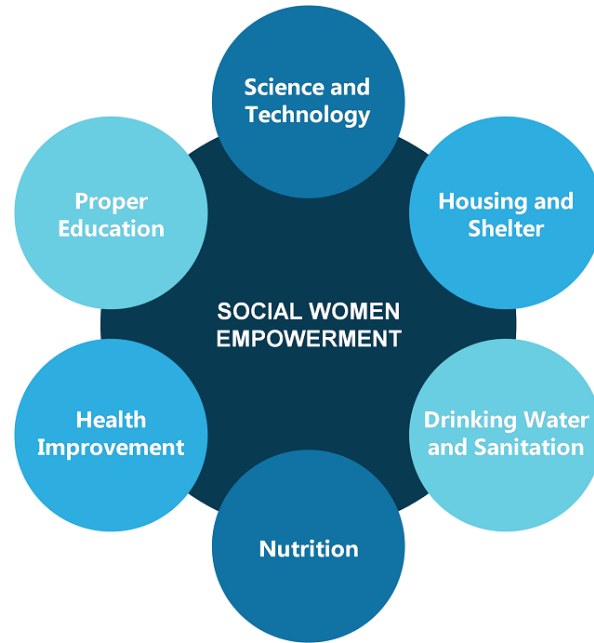
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Director & Head  
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# Communication as Empowerment



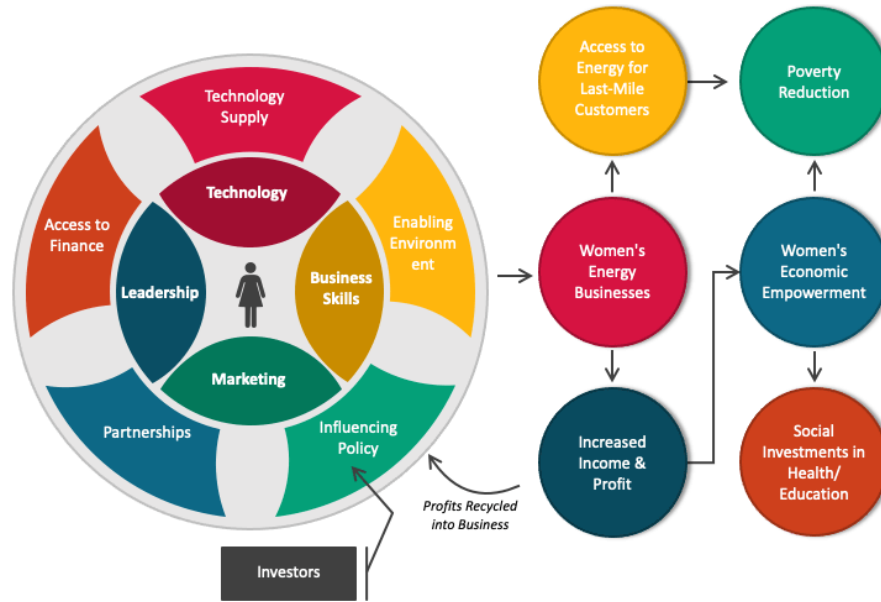
- ▶ **Communication as a tool for empowerment:** How media and communication can give women the power to define their own identities.
- ▶ **Role of media:** Media can empower women by showing diverse, strong, and realistic portrayals.
- ▶ **Impact:** Positive media representations can inspire societal change and empower women to challenge traditional roles.

# National Policy for Empowerment of Women



- ▶ **Policy overview:** The National Policy for Women's Empowerment aims to address issues like violence, education, and economic participation.
- ▶ **Role of media:** The policy emphasizes the role of media in changing public attitudes and promoting gender equality.
- ▶ **Impact:** Media campaigns aligned with this policy can help shift societal views towards greater gender equality.

# Social and Economic Empowerment of Women



- ▶ **Empowerment through media:** Media can raise awareness about economic opportunities, educational resources, and social issues affecting women.
- ▶ **Economic empowerment:** Media campaigns can help break down barriers to women's economic participation.
- ▶ **Social empowerment:** Highlighting women's voices and issues can contribute to broader social change.

# NGOs and Women's Development



- ▶ **Role of NGOs:** NGOs are key players in advocating for women's rights, education, and health.
- ▶ **Media collaboration:** NGOs use media platforms to disseminate information, mobilize support, and change public attitudes.
- ▶ **Impact:** Successful media campaigns have helped advance women's issues, such as violence prevention and reproductive health.

**Thank you**

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