Introduction

Woman in India make up to 52% of its total population. Woman empowerment in India is a much debated topic and a harbinger of challenging task as one need to acknowledge the fact of gender divide issues and discrimination against women as social malice since thousands of years. Empowering women aims to inspire women with the courage to break free from the chains of limiting self belief patterns and societal or religious conditioning that have traditionally kept women suppressed and unable to see their true beauty and power.

The terms Women Empowerment refers to the increasing of the spiritual, social, political or economic strength of all women. It is frequently seen that the empowered in their capacities develop confidence.

Empowerment of women is conceivably the sum total of the points listed below or parallel capabilities:

- Having the power of making decisions for self.
- Having access to resources and information for proper decision making.
- Having numerous options to choose from (instead of yes/no, either/or).
- Ability of showing assertiveness while making decisions collectively.
- Ability to think positively to bring about a change.
- Ability of developing new skills for group power and self improvement
- Ability of using democratic means to change perceptions of others.
- Adopting changes and a growth process that are self initiated and never ending.
- Overcoming stigma and staying focused on increasing positive self-image.

Mass media plays one of the significant roles in women’s development and its empowerment. Media can create an awakening inspiration to achieve their potential as prime movers of change in society. Considered to be the most important tool of tool of society in the modern times as it has the power to reach a large audience by
mass communication and create an impact wherever it can reach, which now has become far and wide.

Empowerment of women has emerged as an important issue in recent time. As per the latest Census in the year 2011, the total female sex ratio in India is 940 per 100 males. The population of India is more than 1.21 billion and out of this, women constitute nearly 50% of the total population, Women empowerment in India is a much debated topic.

The empowerment of women is being regarded these days as a very important aspect for the development of the country. Empowering women aims to inspire them and persuade them to come out from different adverse conditions, be it societal or religious, that have traditionally kept them suppressed and unable to see their true strength, power and beauty. We are living in the modern era, even though; today in the rural areas women are suffering from various problems indifferent fields of life. New Media plays an important and vital role in women's empowerment and its development. Media can create an awakening inspiration to achieve their potential as prime source of change in the society we live in.

For the emancipation of women in every field self decision making, economic independence and creating awareness in them about their rights and responsibilities is very important. The media is considered as the most effective and important tool in this regard as it has the power of molding public opinion. All over the world, the impact of media and new media has been witnessed in recent years, with online platforms becoming increasingly powerful mechanisms for mobilizing popular support. People in India are demanding change, and they are harnessing the power of modern media to make their voices heard. Media is an important tool that affects all aspects of our life. It can work for the development of women and gender equality. Right information given by the media can empower the rural women and protect them from various problems.
Various New Media tools such as blogs, face book, social sites and internet are used for empowering the women by education, information, awareness, economic empowerment and self decision making. Internet can be easily used for empowerment of women. As we all know that the relationship of the media and the women is important because whatever image women have in our country is influenced by media. It is thus vital, to utilize the media for improving the status of women and empower them and divulging their role in national development.

This study attempts to evaluate and examine various forms of traditional and conventional and social media with the new media wave through its ever updating apps and networking which has lend themselves to contribute significantly to issues and concerns of women empowerment.

**STATEMENT OF PROBLEM**

Women Empowerment has been a burning discussion for quite a period of time. Literature speaks volumes about it. Empowering women aims to inspire women with the courage to break free from the chains of limiting self belief patterns and societal or religious conditioning that have traditionally kept women suppressed and unable to see their true beauty and power. Mass media plays one of the significant roles in women's development and its empowerment. Media can create an awakening inspiration to achieve their potential as prime movers of change in society.

The reality of women's lives remains invisible to men and women alike and this Invisibility persists at all levels beginning with the family to the nation. Although geographically men and women share the same space, they live in different worlds.
The mere fact that “Women hold up half the sky ‘- does not appear to give them a position of dignity and equality. True, that over the year’s women has made great strides in many areas with notable progression reducing some gender gaps. Yet, “the afflicted world in which we live is characterized by deeply unequal sharing of the burden of adversities between men and women”. Sprawling inequalities persist in their access to education, health care, physical and financial resources and opportunities in the political, economic, social and cultural spheres. The impact of inequality is reflected in the status of women worldwide and in India.

Women are extensively exposed to the mass media, particularly television and now the Internet, which is allowing them to know of the world around them, their rights and new opportunities. Efforts have been made by incorporating the New media in educating people regarding various programs that can help in their empowerment. This approach will help integrate women more fully into the economic, political, and social mainstream of independent India. According the Jensen and Oster (2003) cable television was impacting the attitudes of women and the authors find an increase in the female school enrolment and decrease in fertility.

However the true essence of emancipation of women has yet to see the light of the day. Subjugation of self and by society has been internalized for a very long period of time by women.
Gender Politics with Media leveraging more of economic and political concerns and news than focusing on social concerns, especially those dealing with women has indeed lent a low and skewed development of women in society. Portrayal of women and objectification of them is another one way of delivering and stating their low self esteem. When products benefits are not highlighted as much but women’s body help accentuate the advertisement then the question rises what position and image do women hold in society? Decision making, negotiating power, training women to hold high managerial; positions in jobs are not as strongly positioned in society.
The need to rise above stereotyping by society which advertisements and commercials have projected, women again need the support of none other than Media and Self Belief. To break free from that self-imposed shackle of ‘cocoon ‘women would perhaps need media to a great extent as a biggest support factor.

Various forms of media collectively need to project the New Empowered Woman which may further the positive image building of women and not objectification of it. How older generation view themselves as impacted through media and in what manner the new generation with new and conventional forms of media would like to construct and view its new empowered role in society ,is the aim of the this study .Potent powers of media can it help structure the Women emancipation image with positivity ? Which forms of Media can best disseminate news and information of the New woman role for assimilation in fabric of culture and norms of society are some of the important questions this study attempts to work upon.