REVIEW OF LITERATURE

Research scholar has referred and reviewed books, journals and research articles related to the topic. Scholar also have gone through networking sites and surfed subject related sites to get more theoretical data for review and acquire knowledge and understand perception of researchers and professionals.

Given below is some literature review:

1. **Criado-Perez Caroline** (2013): These articles satirize at the concept media holds towards women. Instead of focusing of the contribution of women in its true essence towards various development features of society, the media still lends societies ear towards external elements of women.

2. **Shahw Deeba** (2013): Perception of masses towards women through advertising builds a course of a new meaning to how people decipher life and understand their needs and wants. This study aims to understand the meaning this lends to women image through media.

3. **Prof. Dr. Demiray Emine** (2015): The focus of this report is to understand the purpose of pursuing education online by women. The various challenges faced by them in their pursuit and their understanding of culture and social identity and communication.

4. **Elena Duch Elena** (2013): This study explores the perfect image of a woman that media through advertisements should portray and the effect it would have on the society.

5. **Ali Arshad et al** (2014): This study examines the impact and role of electronic media on minds of women and the modern lifestyle it would contribute to. It also explores how electronic media would influence the mindset of people especially women.

6. **Delimayanti Anisha** (2014): The aim of this study is to understand the strong role of television advertisements on housewives for consumption patterns and allowing them within confines of their social roles to play the decision making role.

7. **Chaudhuri Maitrayee** (2010): the role gender plays significantly in creating a public discourse is examined through this study. Idea of Feminism has strongly entered public discourse and there are perceptible changes evident in meaning and arenas of marriage, parenting and work.
8. **Aggarwal Manav** (2014): This study explores the role of education for women in development of country has been emphasized through media which has a wide reach. This has helped in empowerment of women and improving the status of women.

9. **Roy Sudipta Deb et al** (2015): This study examines the role of Internet in developing every aspect of life and education has received a great impetus due to social media. Both positive and negative impacts are examined in this.

10. **Dr. Khan Ahmed Ehtesham, et al** (2013): Examining the role of women empowerment with help of media and significantly the power and domain of strength. New media has gained in this forum is the focus of this study. Rights and new opportunities available to women with new media and conventional media is indeed gaining momentum in empowerment of women.

11. **Farzalipour Salman et al** (2012): The aim of this study is to empower women with sports through media giving more impetus to it. Mass media and new media may help spread information and create a movement towards physical fitness through sports by women.

12. **Slevec Julie et al** (2011): This experiential study condemns the role media is encouraging by unrealistic portrayal of women body and beauty image. It causes detrimental role in women and the study suggests the role of education through colleges to combat this.

13. **Halliwell Emma** (2013): This article examines whether positive body image can protect women from negative media exposure effects and thus it advocates to promote through media positive body images of women.

14. **Fardouly Jasmine et al** (2015): The experimental study examines the role of Facebook on mood of women and whether it created a negative or positive through process for women. Impact of Facebook in women towards their appearance is examined in this study.

15. **Ogden et al** (2011): Media images of unrealistic beauty causes a negative and detrimental role on women self image and esteem and this study suggests that education as an intervention mode could be beneficial to negate the impact.

16. **Shrikhande Vaishali** (2003): This study examined the various commercials on televisions attributing and cultivating stereotypical thoughts about women. Three various channels were chosen to be part of this study.
17. **Berberick Nicholl Stephanie** (2010): A concern very well highlighted and examined through this study is objectification and related health issues as well as self image concerns on a micro and macro level in society.

18. **Sharda Adhikari** (2014): Examination of issues in which media deals and gives preferences to political and economic news over issues related to social especially women is the focus of this study.

19. **Shastri Savita** (2011): This study examines the need of women’s projection in advertising through media should be portraying an image of intelligence, empowered, independent and confident individuals to have a positive impact on society.

20. **Fathima Noor Kouser** (2011): This article comments on the need of portraying of positive images of women through advertisements, which may be educative and informative and product oriented.

21. **Kilbourne Jean** (2000): This book deals with the issues of images portrayed for women in media who internalize the same to further accept unconsciously the limitations projected and thereby the growth and development in society is minimal.

22. **Dr. Rani Uma Sripriya** (2013): A study of women entrepreneurs and social media impact on their work in Kancheepuram district, this study strongly indicates role of New media in imparting empowerment to women.

23. **Mirani Swati** (2014): This study portrays the role played by ICT’s in furthering issues of women and taking it to a global reach. It highlights the case study of Violence against Women as an issue campaigned through ICTs gained high momentum.

24. **Devi Meena Longjam** (2012): The study examines the role of alternate media and how it can empower women in speaking out, haring and making its niche place in society in sharing its concerns and issues. Its projects Alternate media as a developmental portal for the voices of marginalized and oppressed women.

25. **Group Telenor** (2002): This article shares the details of how women can be empowered through financial services in India. Telenor examines elevating the status of women through the financial services it can offer.

26. **Sharma Sumit** (2011): This article speaks about the increasing role played by women in shaping the corporate sector. Critical positions are being held by women and therefore its important to recognize their talent pool.
27. **Bureau ET** (2015): This article emphasizes on the need of various companies to develop and nurture women leaders taking example from Unilever, Pepsico, P&G, etc. This would give the push to the development of women and inspire other sectors also to follow the lead.

28. **Nandy Sarmistha** (2014): This study elaborates and examines the gender diversity issues and various biases displayed in culture and society along with gender stereotypes which inhibit the growth of women in corporate sector.

29. **Dr. Dashora B Kamini** (2010): This study examines the various problems working women face in society and with their male counterparts. Year old beliefs which inhibit their growth, travelling alone and many more problems are explored in this paper.

30. **Mukut Kr. Sowal** (2013): This study examines the rural sector of Sonitpur, SC ST women and how education can play an important role in their empowerment. Rural girls have very less facilities so lag behind in developing themselves to be at par with their urban counterparts, can use Education to overcome their limitations of backwardness.

31. **GUSTAVE TRISHA** (2012): This is an interesting examination if how the ads shown on tv never indulge in the real benefits the products so advertised are talked about. Rather the dreamy images and whole beautiful lifestyle surrounding the product are more delved upon and the advertisement traps the consumer enthralling him with these images to affect his decision making.

32. **Wolska Malgorzata**, (2011): This study portrays the role of projecting and building the new stereotyped roles of women as presented in commercials. Whilst men are seen with objects projecting power and authority, women have a underlying image of using products to lure the men.

34. **Ross Karen et al** (2013): These are various essays which attempt to study women presence in media activism and how it is causing a social change. It is drawing a connect between the real practices and basic philosophical talk about women change and empowerment in society.

35. **Chambers Deborah et al** (2004): This Book explores the new role that women are yet emerging in the online journalism medium. It places an account of the structured role of women in print, radio and television whilst exploring the forum women have made in digital media.
36. **Proctor Charlene M.** (2005): This book talks about how each opportunity could be used as a positive affirmation by women for personal and spiritual growth. This would lead to self-confidence and empowerment and thus pave a way of finding new meaning in chaos, stress relationships of life.

37. **Ross Karen et al** (2008): This Book examines the main issues of gender media relations. How the news media coverage is affected for women politicians and how equality is powered and negotiated in media rooms by leveraging girl power. It speaks about the need for equating media relations and highlights the importance of it.