

MODERNIZATION, MEDIA AND WOMEN IN RETROSPECTIVE

NEERAJ KARAN SINGH*

ABSTRACT

Modernization came into being after the 2nd World war with an opinion that with the help of this ideology within and among the world communities, peace and prosperity can be brought which will be helpful for progress of the humanity. Modernist thinkers and specifically communicators thought that this idea of modernization must be spread among deprived section of societies to break traditional and conservative path of living. They emphasize on medium to spread and connect the decentralized heterogeneous (race, religion, gender, cast, community and others) societies of people. Marshall McLuhan's global concept was that if anything can make it possible that can be media. The approach of connectivity with the people and their innovative strategies is planned by western communicators, Deniel Lerner, Everret Rogers, Eluho Katz and others. It is found in their research that oriental sections of societies are very poor, and backward in every sense, and the women of these countries are also very poor because of dependency on men.

METHODOLOGY

Content & Case study

ANALYSIS

The main approach of modernization was to bring women specifically from the downtrodden strata to the mainstream strata of the society through media's content. Unfortunately modernization turned into another form of colonization which spread, and oppressed them instead of liberating them. Gramsci's hegemony which was written in prison diary reveals how dominant principle and capitalist ideologies spoiled the life of the weaker section of the societies specifically women of the third world. The condition of OBCs, ST-SCs and tribal women in India speaks a lot after sixty years span of modernization.

This research article is divided into three parts. In the first part, modernization, its need and its result will be detailed, and in the second part, how much success has media achieved as an agent of modernization and where it has been failed to spread the content of development or modernization in the mind of the women will be detailed. In the third part, it has been tried to show the true picture of the beneficiaries of modernization and also to suggest how marginalized section of society (women) whose number is 50% of total percentage of Indian population can come into the main stream.

Modernization is a new tradition as it is said by Peter Childs in his own book titled 'Modernism'.

*Asst. Professor & Vice Principal, Faculty of Journalism & Mass Communication, Swami Vivekanand Subharti University, Meerut. *E-mail Id:* newsneeraj@gmail.com

On page number 2, he says that it is experimental formally complex elliptical contents elements of de-creation as well as creation and tends to associate notions of artists' freedom from realism, materialism, tradition genes and fame with notions of cultural apocalypse and disaster. This statement was quoted from Malcolm Bradbury by Peter Childs where realism in concern was once a very innovative idea like this modernism and similar was materialism. Ezra Pounds briefs about this modernism and says make it new; when and why it was started; we should go in background and try to understand its socio-economic situation which compelled to do something new for the betterment of the humanity.

Modernity is a word first used by Baudelaire in the mid 19th century. In his essay 'The Painter of Modern Life' where he described modernity as fashionable, fleeting and contingent in art in opposition to the eternal and imitable. He again says this modernity in a way of living and of experiencing life which has arisen with the changes brought by industrialization, urbanization, and secularization. Its characteristics are disintegration, reformation, fragmentation and report change. Again Baudelaire says, it is a new understanding of time, space, speed, mobility, communication and travel dynamics.

The above statement shows that modernization is something based on logic and scientific knowledge which was result of innovations and discoveries. Malkote/Shrinivas in his book 'Communication for development in third world' chapter 3 page number 71 wrote that modernization is based on liberal political theory and therefore grounded in the grand project of enlightenment namely reasoning, rationality, objectivity and other philosophical principle of western science. Modernization approaches include more recent new classical modern theories. It believes in certain philosophy of what development in the third world should be and

how it should be brought about. Some critics of this modernization say that this is a dominate ideology of the west which tries to impose upon the third world population who were newly independent because they knew that it is impossible to rule over on the third world directly, so in the name of modernization, they tried to fulfill their vested interest. Their main motto was to extend their market or wanted expansion of their area which can be known as imperialistic approach through their knowledge and skills they wanted to maintain. They started to sell their products in the name of improvement of the third world society. As Gramsci says, they wanted to maintain hegemony and remain powerful forever.

Deniel Lerner work, *Passing of Traditional Society* and its findings, suggests that primitive society can be modernized if they will be informed through an advanced medium is such a proper way of scientific knowledge and empathization and motivated to fulfill their potential after providing infrastructure and facilities. They can come on that level at which the western people are nowadays. His ideology is promoted by Wilbur Schramm, Everret Rogers, and Eluho Katz (diffusion of innovation).

This model of modernization was structure wise vertical where the western ideology and specifically their new techniques and technologies, scientific innovations which were very new to the third world countries were diffused, which made people confuse. The third world country's major problem was and is poverty in every sense. The information which was spread by the media was not understood because of the lack of education of the third world population. The need of the third world countries were to provide the basic needs and integration which is missing in modernization. Both the media (Radio and Print) were focusing on only those contents which were planned by the westerns and similar mindset of the 3rd World people. As a result, there is no participation, no

modernization and no progress. Only chosen few got the benefits who were in center, whose numbers were very minimum; while periphery is widening and widening going to be weaker and weaker and its population is maximum. In other words, it may be said that rich were becoming richer and poor were becoming poorer, and women who were traditionally dependent on men due to lack of literacy and employment, had and continued to have inferiority complex which ruined their lives.

Media, intentionally or without unintentionally, directly or indirectly, have been the puppet of the capitalist and accordingly it spreads their ideology. This can be seen when we hear paid content journalism or embedded journalism where time and space is promoted their products (ideological as well as materialistic) results poor with their naked eyes sees towards sky and hopes that any miracle which will take place and their life will be changed and their suffering for those work which is not committed by them will be removed. Alas! it doesn't happen.

After 1990, world perspective took a turn towards liberalization, privatization and globalization. World nations & states had to decide to open their boundaries to each other to save their people from the recession and to make better citizens of the world community. This was happening in the world, and in India against of this liberalization, privatization and globalization. The movement of reservation was started and 50% population of their country who were socially, economically and educationally marginalized demanded that B.P. Mandal commission's report should be implemented to bring them into the main stream of the society. SC-ST people too are very miserable in all perspectives and this statement can be verified with the report of Arjun Sengupta committee where it is said that 80% population of this country earns only Rs. 20 per day. This is the true picture of this country. Among this 80 & 40% women were suffering from malnutrition,

illiteracy, known as second sex, behaved as untouchable and given second category. All the effort of media as it always said that it spread information regarding the development of society and the policy of the government for the same. After seeing this picture it seems that some where there is mismatch either media is telling lie or the reports of the government.

CONCLUSION

The gap between the haves and have nots is widening while it was expected that through modernization it will reduce. The crime against women which is reported every day in media is not revealing their status? They are raped, they are murdered, they are sold, they are forced to enter illegal activities where they compelled to sell their bodies and nobody is raising a voice because they are marginalized. They are the people of the periphery, they are backward, they are SC-STs, and they are untouchable. Is it not true that the women of metro and rural are divided? Have you forgotten the case of Nirbhaya? Recently in Bareilly one mother was gang raped in a bus. Her baby was thrown out from the bus who died. How many of us marched with a candle? Is it not showing that division? Are they not human beings? Why our sensibility has died? While it seems similar case which took place in Delhi named Nirbhaya is it expected from modernization? What is the meaning of the right to live which is mentioned in the fundamental right of Indian constitution? Who will care for the dignity and honor of the women? How will they be taken care of?

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