

Changing Status of Women's through New Media: A Comparative Study of India and Turkey

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ABSTRACT

The present paper makes a comparative analysis to understand the impact of New Media (Facebook Twitter, WhatsApp, Snapchat) on the status of women in India and Turkey as well. New media refers to all applications and websites or blogs that enables people around the globe to interconnect via the internet, chat, and share content, video call among much other functionality which it offers to its users. Some of the common and widely used new media platforms include Facebook, Twitter, WhatsApp, Snapchat among many others. It is estimated that almost a quarter of the world's population is now on Facebook. New media is one of the powerful emerging tools across the globe. These social networking sites not only paved a way for communicating across the globe but they have played a major role in empowering women, encouraging the civic participation among women in Western, Middle East and Asian countries. New media often aims to challenge existing powers to represent marginalized groups of women and to substitute horizontal linkages among communities of interest. It is dedicated to democratization of communication and new media provides an alternative viewpoint, different information and interpretations of the world that cannot be found in the mass media. Social networking sites like Twitter and Facebook are useful tools for people who want to support for important causes or engage with the public about a topic of interest. New media activism and organizing online are great tools for women looking to reach a broad audience quickly, and many women have already made notable achievements. The main objective of new media towards changing status of women is to support social struggles, awaken women's consciousness to their subordination, advocate and defend rights. It also aims to promote various group reflections and popular communication. New media provides an alternative platform to voice the difficulty of women against various marginalization and atrocities done to them. It connects the weaker sections of the society which are deprived of their will to fight against their basic human rights. This paper focuses on how new media can be used to change the status of women in conservative cultures of India and Turkey. Thus, the paper will highlight the positive perspectives of new media as a developmental tool to portray and resonate the views and ideas of the oppressed and marginalized women at the grass root level. The paper is based on information and content gathered through critical analysis of available related literature which has been simultaneously assisting in exploring the impact of new media on the status of women.

KEYWORD: *New Media, Women Empowerment, India, Turkey*

INTRODUCTION

In India and Turkey women comprise 48.18 and 50.75 percentage of population in 2019 respectively, according to the World Bank collection of development indicators, of its total population and with the advent of 21st Century and its development in various scientific and technological era the status of woman are also changing at a fast pace but we cannot ignore the very existence of a world where woman are discriminated, marginalized and oppressed because of various gender divide issues. Women are vital human resources in improving the quality of life. The country's overall development depends greatly on the inclusion of women in its development process. As Swami Vivekananda said that "There is no chance of the welfare of the world

unless the condition of women is improved. It is not possible for a bird to fly on one wing." They have been the transmitters of culture in all societies. The status of women in a society is a true index of its cultural, social, religious and spiritual level. It is one of the most important criteria for estimating with precision the degree of civilization attained by a particular society in various period of its history. There is increasing realization that the process of development will be left incomplete without the active involvement of women. Self-decision regarding education, participation, mobility, economic independency, public speaking, awareness and exercise of rights, political participation and many more factors ensure women empowerment. In short woman

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empowerment is the breaking of personal limitation. How to maximize the voice of those marginalized or weaker sections is a huge concern in the society and what the various tools are or medium to facilitate them to be heard in a society and why new media should be the chosen one as alternative to others is the present need of the hour.

Women the impartial sex were treated unfairly by the society. The thoughts of revolution and protests have started to brighten the lives of women. It is here where technology lends a helping hand to lead them to light for those thriving in the darkness of ignorance. We need to help women in a manner that they would be able to help themselves and break free demanding their rights in this unjust and unequal world on their own. The concept of women, though skill fragile, has to be rearticulated. Latest Technology of New Media is this helping hand.

New media has proved to be a powerful vehicle for bringing women's rights issues to the attention of a wider public, galvanising action on the streets of cities around the world and encouraging policy makers to step up commitments to gender equality. Recent cases in Turkey and India reflect the potential of new media to bridge the gap that often separates grassroots women's activism from policy-making processes. The explosion of social media and unprecedented use by women of new technologies represents important opportunities to bring gender equality and women's rights issues to the forefront of both policy making and media attention.

CONCEPTUAL BACKGROUND OF NEW MEDIA

The basic definition of 'new media' provided by Google web definitions and Wikipedia which defines it as 'on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, creative participation. Another aspect of new media is the real-time generation of new, unregulated content' (Google web definitions, Wikipedia).

New media is the social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks. Furthermore, new media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user generated content. (H. Kietzmann, Jan; Kristopher Hermkens, 2011).

CLASSIFICATION OF NEW MEDIA

New media technologies take on many different forms including magazines, Internet forums, weblogs, social blogs, micro blogging, wikis, social networks, podcasts, photographs or pictures, video, rating and social bookmarking. Technologies include blogging, picture-sharing, blogs, wall posting, music-sharing, crowd sourcing and voice over IP, to name a few. Social network aggregation can integrate many of the platforms in use. (en.wikipedia.org).

NEW MEDIA, THE LATEST TECHNOLOGICAL TOOL FOR CHANGING STATUS OF WOMEN

New media has completely revolutionized the area of ICT and has created a platform which is more interactive,

participatory, trail and measurable and above all a very strong tool of mass sharing of ideas and viewpoints, resulting in the formation of very strong and active opinion groups or activists or advocacy groups. According to Guardian, "The new movement is powerful yet diffuse, linked not by physical closeness or even necessarily by political consensus, but by the mobilizing force of new media. A Hashtag or twitter can link the disparate fates of unarmed black men shot down by white police in a way that transcends geographical boundaries and time zones. A shared post on Facebook can organize a protest in a matter of minutes.

Online presence on new media is providing women with new freedom, independence and control, liberty, and empowerment like never before. It helps them to try things that were impossible in the real scenario. Social networking offers more of opportunity to network and get to know people and places. Women can no more be lost. Nor does she have to depend on others to carry out her requirements. New Media answers every question that could raise and suggests solutions for every search of hers. It can really turnout to be a friend indeed that gives her both intellectual and emotional company without having to lose her identity. The more women use social media, the more she will benefit from it as well. Social media helps women to master with friends, followers and connections all over the country or even the world. She may start to like, tweet, share, follow, and be linked to a new sort of Technological empowerment and dynamism.

NEED AND IMPORTANCE OF CHANGING STATUS OF WOMEN

There is inequality and vulnerability of women in all sphere of life. They need to be empowered in all walks of life. Without the active participation of women, establishment of a new social order may not be a successful one because women constitute half of the population. Women should realize that they have constitutional rights to quality health care, economic security, and access to education and political power. Mahatma Gandhi firmly states that the status of women would not change merely by bringing legislations; it must be supported by change in the women's social circumstances and situations and also man's sexist attitude to women. Empowerment is a process aimed at changing the nature and direction of systematic forces, which marginalize women and other disadvantaged sections in a given context. A large segment of Indian womanhood still suffers deprivation and discriminatory attitudes. It is necessary to mobilize the vast women power, if the country has to progress in all walks of life. Empowerment of women is a long and difficult process which is to be promoted with full public support and this could be successful only when those women living at the lower strata who have been suppressed by the male dominated society taking undue advantage of their lack of education and poverty can rise up to claim their rightful place in their own society.

A society where the female voice is sought and heard, where the principles of equity (fairness) and equality (opportunity) co-exist, where gender-based violence is not committed or excused, is a more powerful and effective society. The challenge of enhancing the status of women, to true equality needs greater engagement with and by men. We should not

think of this challenge as “women’s issues”; changing the status of women should be an issue for the human race women and men to address.

Social media has given more people a voice - and in particular, it’s given women a new and immediate way of communicating and galvanising their agendas. Whether via Facebook, Twitter, YouTube or Instagram, social media provides ready communities for women who have previously felt marginalised and powerless, helping them to find a tribe and amplify their voice.

LITERATURE REVIEW

According to **Mirani, S., Pannu, P. & Malhotra C (2014)**. Empowering Women through ICT’s: Cyber Campaigns on Violence against Women in India. New Information Communication technologies have emerged as strong tools for social engagement. It plays a vital role in shaping social movements, raising awareness and ultimately giving rise to a voice setting ground for activism and citizen journalism.

According to **Smith, C (2014)**, social media and specially Facebook is one of the strongest platform where amongst all global issues, violence against women related issues finds the most supporters. The author also highlights 16 anti-violence against women related Facebook pages that are very impressive and unique in terms of the issues they deal with and their style of delivery.

In a blog, **The new media and the global women’s empowerment movement (2011)** by **Jammie Victory Abdulai**, he said that the new media is the fact that anyone can be part of the global information sharing process by anyone, anywhere in the form of any article and information on social platforms.

Khan and Moin (2013) reported that with access to internet at homes, women are using it for multiple purposes. It has enabled women to participate in important daily affairs of state that ranges from household work to education, health and governance.

According to **Sarup K (2005)** the article **Violence against Women and Role of Media** The key role of media should always be to bring out cases of social evils and wrong doings prevalent in society. The writer brings before a major fact that cases of violence against women has always been very sensitive and sensational and this is the area which demands more cautious and balanced coverage by media.

The author has stressed that media has a greater role to play in the direction of creating awareness amongst violence stricken women section and make them more well informed about their rights in order to make them self-independent and strong. According to her, “By increasing access to confidential resources and information about sexual assault, dating and domestic violence and stalking and by improving law enforcement communication between jurisdictions, media are critical to ending violence against women and girls.

Sirin Tekeli (2010) in her study **The Turkish Women’s Movement: A Brief History of Success**: pointed out the history of the women’s movement in Turkey during the

Ottoman period and in the early 20th century. The book highlighted the fact that women achieved basic fundamental rights, such as the abolition of polygamy and repudiation through the female activists since then, the feminist struggle for equality has gradually advanced, mainly reforms of the most discriminatory laws.

Hande Eslen-Ziya(2013)her article **Social media and Turkish feminism new resources for social activism**highlighted the fact that early 1980s marked the emergence of an independent women’s movement in Turkey, where, in order to strengthen solidarity, women began mobilizing in small groups revolving around certain themes, projects, or events within the milieu that was created in the wake of the military coup in 1980, the feminist women’s movement began to re-evolve, establishing much closer connections and linkages between associations and political party branches.

The author also pointed out women were inspired by increased international attention to gender equality and women’s human rights ideology. Despite that women s groups use old and new media technologies in their activism

Elham Gheyanchi and Valentine N. Moghadam(2014)The paper **Women, social protests and the new media activism in the Middle East and North Africa**, argued that the diffusion of the use of new media technologies by women through the internal and external communicative practices of social movements and the effects upon women’s roles as collective agents of social change. It is also pointed out that women’s cyber activism, citizen journalism, and self-organization both contribute and reflect the social and political changes in the region. In this paper, the authors focus on the first two forms of citizen participation, and especially the use of the new information and communication technologies (ICTs) for purposes of mobilization, protest, or political change.

The authors conclude with three propositions. First, women’s struggles for civil, political, and social rights. Second, women as citizen journalists have been changing the way that issues are framed as well as helping to alter the political opportunity structure. Third, by becoming citizen journalists and writing about social and political protest, women become media activists and undercut the communication power and control of the state.

PROBLEMS OF STUDY

Violence is by far the biggest problem that people think women face in Indian and Turkish society. India is in denial of the fact that a majority of its women do not feel safe alone on the streets, at work, in markets, or at home, even though they have learned how to cope with this existential anxiety. When I asked young educated women in Delhi and Aligarh if they feel safe, most said no. And most of those who said yes had learned to modify their behaviours to feel safe – they don’t go out alone unnecessarily; come home at night before dark; get permission to go out; are always careful and alert; and they censor their speech, their clothes and their body posture, including whether or not they look men in the eyes.

In India, according to National Crime Records Bureau statistics for 2012 to 2016 show that approximately 40% of

female reported rape victims were minors and 95% knew the rapist. The rapists belonged to the “circle of trust” of extended family and friends.

What rape statistics really reflect is a vicious cultural agreement that women have little value. Which means in turn that girls must be trained to act as if they do not exist, to minimise their presence to survive, to serve men and not inconvenience them. This sounds archaic in this day and age, but it is true in India and to a greater or lesser degree across many cultures, irrespective of wealth or education.

The dirty secret about men’s crass abuse of power through sexual violence against women has hit the global press. The #MeToo movement in the US, in which highly successful and wealthy women finally broke the silence about their experiences of sexual violence, have resulted in the US ranking as the 10th most dangerous country for women in the poll of 198 countries. The irony is that without wide media coverage there is no possibility of cultural shift, and with media coverage, the illusion of women’s safety breaks and ratings plunge.

In Turkey, according to a poll conducted by Istanbul’s Kadir Has University. Some 61 percent of people believe that “violence” is the most important problem women face in society, according to the poll conducted by the university’s Gender and Women’s Studies Research Center. In the last year’s poll, the rate was 55 percent. Respondents also voiced their demand from policymakers to develop policies to fight violence against women across Turkey. Throughout 2017, a total of 409 women were killed and 387 children were sexually abused in Turkey, according to data compiled by the same group. The Kadir Has University poll on the perception of gender and women in Turkey was conducted in February in 23 provinces across the country with 1,205 people, including women and men. “Unemployment” and “lack of education” follows “violence,” with 9 percent of all respondents believing that both constitute major problems (Hurriyet Daily News 2018).

Turkish women say the biggest problem they grapple with is violence. Last year, 339 women were killed by domestic abusers, reports **AnitSayac**, an online memorial to the victims. The platform We Will End the Murder of Women said last month was one of the deadliest, with 47 women murdered. Nearly 4 out of every 10 women have been subjected to physical abuse in Turkey, according to a 2015 UN Women report on domestic violence. The Turkish government in 2016 put the figure far higher, at 86% (Hurriyet Daily News 2018).

India, Turkey and rest of the world would do well to make women’s safety and freedom central goals of democracy and development, and learn about the science of cultural change.

OBJECTIVES OF THE STUDY

The study was conducted with the following objectives:

1. To improve an in depth understanding about the growing significance of new media in highlighting various women issues and problems.
2. To explore the various ways in which social media has played an active role in showcasing instances of women injustices and atrocities.

3. To develop a comparative overview of India and Turkey regarding the role of new media in highlighting women related issues and problems.

RELEVANCE OF THE STUDY

I have been following the development of new media for several years. I feel that it may have the untapped potential to be a model for other online communities and networks; I hope that with the comparative analysis of the changing status of women through new media in India and Turkey. Facebook, Twitter and another social networking site will lead to a further understanding and the impact of new media can have on society.

In the study only the use of the social networking site will be investigated; therefore the use of other websites will not be investigated. Only women who use new media are investigated and observed in this paper. Therefore other new media users are not included in this paper. Changing status of women through new media as a whole in India and Turkey is being discussed in this paper.

SOME CASES WHERE NEW MEDIA IMPACT WAS SEEN FOR CHANGING STATUS OF WOMEN’S OF INDIA AND TURKEY

INDIANS WOMEN AND NEW MEDIA CAMPAIGN

Nirbhaya Gang Rape Case

A case which trembled the conscience of the masses and literally forced every person to come on the streets and stage their protest against the lethargic Indian Legal system and which shook the very foundation of the functioning of the judiciary. The 23 year old medical student who was gang raped and then brutally murdered in a bus in Delhi on 16th Dec, 2012 questioned the basic issue of woman safety and security. Within 10 days of the 16th Dec Delhi gang rape incident, Facebook group ‘Delhi for Women’s Safety’ created on December 18, 2012 received 174,430 ‘Likes’. Many other Facebook Groups were also created such as Delhi Gang Rape Protest, another girl gang raped in Delhi Can we stop it? Facebook and Twitter played a major role in not only showcasing the anger of the masses but it proved out to be the strongest platform where people staged their anger and utter frustration against the government’s indifferent attitude towards the incident. The case rather encouraged many journalists also to resort to Facebook and twitter for updates on events and check the feedback of the activists. An Australian Reporter said that, “Twitter was really helpful to get a sense of the public sentiment and developments.”

He followed the #delhigangrape hashtag, the official Twitter account of the Indian Government, women’s groups, pressure groups and Indian media on the subject. Everyone starts sharing, tweeting, their views, rage and demand for justice on social media; in order to do so they often even change their profile pictures with campaign picture to show their absolute support, as in the Delhi Gang Rape case, a simple black dot with a white background was seen as a profile picture throughout new media and also on Whatsapp. This Incident got so much new media attention, that Government of India was forced to take strict actions against the culprits, passing a more powerful law to prevent such incident in future.

Oxfam India Campaign

Oxfam India shared the popular campaign named, "We can Campaign towards reduction of violence against women and for political empowerment" and launched, "The Close the Gap Campaign in Social Networking" like social networking sites having the tagline, "Indians demand equality for women". These campaigns have been highly successful in reaching out to the masses including rural India too through its interactive response system which encourages the users of social media to express their opinion too in the form of conversations dealing with gender issues and gender equality.

Delhi Rape in Uber Cab Campaign

A terrible case took place in Delhi which again shook and questioned the basic issue of safety of girls in Delhi was the rape case of a 27 year old finance executive working in a finance company in Gurgaon. The 27 year old was raped by a taxi driver while she was returning home from a dinner party in Gurgaon. The incident gave rise to certain reports titled, "Delhi Rape: Twitter flooded with angry messages against Uber". New Media played a very active role in the case and the comments and opinion of the people on Twitter made the public think for a while about the woman safety issue in such hired taxis. Uber had a tough time to win back the trust of the customers as the mass uproar on social media had completely damaged its image in the market. Twitter was flooded with messages posted by previous Uber Cab users who said that they all were deleting the app and refused to use its services in future.

Jaipur Rugs Foundation is supporting the prevalence of equality, justice and peace through social-economic development opportunities for all women, giving them the power to earn and raise themselves and their families. They have a program that aids women in fields like entrepreneurship development, and skills development; the aim is to help women get educated and learn beyond it to stand at par with men. Internet helps such foundations to reach out at a global scale. Earlier, such foundations often existed with the masses having only limited knowledge about them. Today, however, these are supported by people from different parts of the globe, both in monetary and non-monetary forms. Social media sites such as Facebook, where foundation such as Jaipur rugs foundation have a page, share such stories to help garner maximum attention towards such noble efforts, to help build awareness on a global scale and getting help even beyond the national boundaries, from wherever people are willing to volunteer to help the needy.

Internet coming together with Social Media has branched out as a new form of media, one that has expanded dramatically over the past decade in India. Today, there are websites that focus on women empowerment, covering diverse spheres such as health, knowledge, lifestyle, education and more. With such power of New Media, today it is easily possible to find any information related to women empowerment. When any incident happens, social media becomes a faster media that helps people from round the world to participate and show their concern and sympathy towards such incidents. Governments across the world had to take action against such incidents when everywhere people condemned such happenings. Awareness and outburst such as this could only occur with the existence of both Internet and Social Media. Women are now also getting more knowledge about their

rights and powers that every woman in a society holds, with equal rights as men in every respect. All these positive changes are now triggered to only increase their pace with time, all Thanks to Internet and Social Media.

In October 2017, Alyssa Milano asked the women of Twitter to write '#MeToo' if they had ever been sexually harassed or assaulted. Within days, tens of thousands of women had responded. Within weeks, one of the most powerful men on the planet was toppled and industries from entertainment to politics were given a shake-up. One lone voice became a shared voice, which became a rally cry. "Time's up," called Oprah from her Golden Globes podium and across the world, there was a powerful feeling she could be right.

TURKEY'S WOMEN AND NEW MEDIA CAMPAIGN

In a major case of Turkey, a woman was murdered brutally when she tried her level best to protect herself and stop the rapist. The incident immediately sparked mass agitations in Turkey and encouraged many more Turkish women to take on to new media in cases of women atrocities, murder and all kinds of sexual harassment.

Twenty-year-old student Ozgecan Aslan was traveling on a minibus in the south-east seaside province of Mersin on Wednesday when a man tried to rape her, according to local media of Turkey. Reports said Aslan pepper-sprayed the man before he stabbed her and beat her to death with an iron bar. He then enlisted the help of his father and a friend to dispose of her body in a river in Tarsus, where it was found on Friday showing evidence of burns as well as the fatal injuries.

A 26-year-old man, Ahmet Suphi Altindoke, was arrested on Monday and confessed to the crime, the Hurriyet Daily News reported. Altindoke's 50-year-old father and 20-year-old friend were also arrested. Turkish women have taken to social media, in response to the murder and the alarming rates of sexual harassment and violence in the country. Using the hashtag #sendeanlat (tell your story), women have told of their experiences of violence, intimidation and harassment, as well as tactics they have resorted to, such as wearing a wedding ring or getting off a bus early to avoid being the last passenger.

A major observation was done by E.D.Ockterman (2014) in her write-up titled, "Rape Survivors talk about why they tweeted their stories." The article raised a major question as to whether all sorts of conversation about sexual assault on social media helps victims to heal their pain or rather on the contrary hurts them. The paper describes a case of Jo Anne Cu sick who had to face sexual assault at a very tender age of eight but unfortunately lacking in courage at that time could not speak about it but after 28 years she shared the tweet on new media, joining the group of hundred other victims who also tweeted about their stories of assault. All these victims responded to one simple question as to what were they wearing when they were assaulted. The posts soon became viral and ignited widespread conversation on new media and blogs among victims as to whether sharing stories on public platforms of new media was truly a healthy step in the recovery process. The debate started when Christine Fox, a young woman who regularly tweeted under the handle @Steen fox, had to face an argument from a follower that women were themselves responsible for all these assaults as

they often wear revealing clothes and then they are assaulted. She strongly contradicted by replying that most of the women who are raped are decently dressed and added a hashtag: # RapeHasNoUniform.

Turkey's women also used Facebook and Twitter to reach an international audience and gain support. On 6 June, 2012 the European Women's Lobby (EWL), an umbrella organization of women's associations in the EU, posted the following on its Facebook page: Say No to Abortion Ban! Support women in Turkey.

The protests and the reactions from women's activist groups continued until the Turkish government dropped the anti-abortion legislation, and a new clause stating "the right not to give birth" was added to the new constitution on 14 September, 2012. According to one of the participants, this was the success of the campaign they initiated (participant 3). The speed and interactivity of social media had been used to disseminate information, to unite women's activists, and to provide the outside world with information to generate international attention. Social media were used as a powerful mobilization tool that protesters utilized to address their grievances and in return it achieved the desired output.

There are many cases where woman have expressed all their personal miseries and pain on twitter and they have never felt shy about it as they strongly feel that exposing such stories through social media platforms rather makes the woman more careful, more strong and courageous and gives them a lesson of never to trust anyone as they can only be the perpetrators. In fact it has been reported that female social media users have drastically gone up, clearly indicating the real power of social media. Women have been the right users of social media, whether it's the question of bringing forth their painful stories or igniting thought provoking conversations on various issues related to women atrocities or gender inequality and social change.

SOME KEY FINDINGS OF THE STUDY

Social Media as a powerful platform for influencing the mind-set of the viewers about the prominent issues related to women.

Key Findings:

A major objective of the study regarding the role of social media in highlighting women related issues and problems. The findings revealed a major fact that almost the entire data i.e. 96% were of the opinion that new media is a powerful platform for influencing the viewer's mind-set about women related issues. No doubt we see that all those cases concerning women whether its regarding women rights or various types of atrocities against women, primarily rape cases which go unnoticed in the mainstream media, find a place for them in new media, where people immediately voice their opinion, share it with many more, give rise to debates and discussions and create a strong follower group.

Thus on the basis of data that new media in a way has emerged as a platform which has given voice to the voiceless and the very neglected and tortured women sections of the society, where they don't shy away in bringing forth their painful stories amongst the masses and such stories greatly influence the mind-set of the youth propelling them to come

forward and stage their view point on it and build up a strong opinion group.

Whether social impact and strong reaction generated by Social Media can lead to change in Government Policy.

Key Findings:

Majority of the cases related to women of India and Turkey highlighted on new media and the resulting opinion of the masses expressed through protests and demonstrations results in changing the social environment, thus forcing the government to change their policy which some way or the other has helped in restoration of women equality and gender justice.

RESEARCH METHODOLOGY

One of the key issues to any research work is its methodology and steps which are applied to collect the relevant data and analyse it to reach proper conclusions. The following research paper uses secondary sources including published and unpublished academic and non-academic materials. Newspapers, journals, books, magazines, and the like data have also been utilized. To identify effective approaches to engaging with, impact of new media on changing status of women's: A comparative study of India and turkey, an update of the literature review published that aimed to synthesise evidence on new media representations of violence against women. For the update, we paid particular attention to studies investigating interventions responsive to best practices in news gathering and reporting. Online searches of the grey literature to identify practical models for engaging with new media. This included programs or projects where engagement with new media formed a component of the work. In the present research, methods of data collection have been utilized with the same emphasis and they have created valuable information for the research.

The research made an exhaustive study of various online secondary data available which described about the growing significance of new media in strengthening women's status in society by acting as strong advocates championing their issues and point of view.

CONCLUSION

The research study made it amply clear that new media has emerged as a very strong digital platform. It is the most widely used Digital Media Tool where cases of women atrocities are just not noticed but where the masses, specially youth get a chance to express their strong opinion on various issues, thus giving rise to various forms of protests and demonstrations both on new media platform as well as on the streets which finally results in compelling the government, which is most of the time indifferent and partial to change their policies in the direction of restoration of women equality and gender justice. The study through certain cases as well as by conducting study uses secondary sources including published and unpublished academic and non-academic materials. Newspapers, journals, books, magazines, and the like data have also been utilized. Women's and new media activist greatly feel that this is one of the strongest platform which highlights women issues, specially those where women have been the victims of all kinds of atrocities like rape and sexual molestation and taking into consideration the very interactive and

participatory nature of new media, it has also given the women a place to bring forth their strong opinion as well as protest against the negligent and lethargic attitude of the government.

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