

Examining the Shift from Traditional to New Media: An Analysis for Women Media Professionals' Experiences

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ABSTRACT

This research examines women journalists in conventional and new media in India. Women media practitioners influence today's fast-changing media. Women work in every media sector, including newspapers, magazines, TV, radio, online, and social media. They shape public opinion and image of women in today's fast-changing media world. Female newspaper and electronic media executives would know a lot about many themes. Female journalists must be attentive to women's issues and give important perspectives. The media's representation of women reinforces gender stereotypes and limits women's roles to being husbands, mothers, and dependents of men. This narrow image is particularly evident in advertising. Despite more women joining the communications business, their involvement at media policy decision-making levels is still low. Gender-based stereotyping in local, national, and global media shows this lack of gender understanding.

Traditional media women face discrimination and underrepresentation. Women make about 25% of news mentions. Media engagement and expression are unequal for women. They make fewer decisions and get fewer Pulitzer Prizes. However, the International Women's Media Foundation and the Alliance of Women Film Journalists honour women in media. Today, New Media is a work place for women professionals that offers work-life balance, flexibility to fulfil women roles, work from home, own work space, no prejudice, safe and healthy work environment, etc. This research examines how women media workers transitioned from prime-time news to customised content. The qualitative data structure research underlines their challenges, gender inequality, and desire for recognition. This research examines five Indian women journalists defying media stereotypes.

Keywords: Indian Media, Media, Role of Women, New Media, Traditional Media and Women.

INTRODUCTION

Traditional media, also referred to as old media, encompasses various mass communication channels that were in existence prior to the emergence of the internet. These channels include radio, newspapers, television, and billboards. Digital media, alternatively referred to as new media, encompasses various forms of media that

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have emerged following the advent of the internet and rely on electronic devices for distribution. Examples of digital media include social media platforms, podcasts, online games, blogs, and YouTube. The media industry is a vast and multifaceted sector that encompasses various divisions and is characterised by continuous advancements. According to recent research, the valuation of the subject in question reached an impressive 2.1 trillion US dollars in the year 2021. Projections indicate a promising growth trajectory, with an anticipated rise to 2.4 trillion US dollars by the year 2024. In the ever-changing landscape of business, the integration of technological advancements has become crucial. Consequently, media has emerged as a significant component of our daily routines, exerting a profound influence on various aspects of our lives, including work, social interactions, and leisure activities. (Juneja, n.d.) (FutureLearn, 2021).

MEDIA IN INDIA

The history of mass media in India can be traced back to the late 18th century, with the production of the first newspaper, *The Bengal Gazette*, in 1780. However, it was not until the 19th century that mass media gained a grip, thanks to the invention of the printing press and rising literacy rates. During the British colonial period, newspapers were critical in circulating information and molding public opinion. The publication of Indian language newspapers, such as *Samachar Darpan*, in 1818, constituted a turning point. Newspapers also played an important role during events such as the Indian Rebellion of 1857. In India, the 20th century saw the growth of new types of mass media such as radio, film, and television. Radio transmission began in 1927ss, and All India Radio (AIR) quickly became a key source of information and entertainment for the general public. With the premiere of the first Indian feature film, *Raja Harish Chandra*, in 1913, cinema gained popularity. With the opening of Doordarshan in 1959, television transmission began.

The media environment in India changed dramatically after independence. The media industry's liberalization resulted in the rise of private media businesses. Satellite television debuted in the 1990s, bringing with it 24-hour news and entertainment networks. The internet and social media have further altered the media landscape in the 21st century, with online news portals and social networking sites becoming prominent sources of information and communication (Emery, 2020).

The media sector in India is diversified and thriving today, with various newspapers, periodicals, radio stations, television networks, and internet media sources. With a big readership, a sizable internet user base, and a vibrant film and television industry, India's media plays an important role in molding public opinion, enabling communication, and entertaining millions of people around the country.

WOMEN IN INDIAN MEDIA:

The significant progress made by women in the media industry is evident through their remarkable contributions in challenging conventional norms and amplifying their perspectives in the realms of journalism and public communication. The significance of women's education experienced a notable increase during the British Raj in India. This period witnessed a surge in the active involvement of young women in the production of revolutionary newsletters as part of the freedom struggle. Homai Vyarawalla, renowned as India's pioneering female photographer, employed visually compelling political imagery to document the nation's arduous struggle for independence. The representation of women in the media is a topic of concern, particularly in South Asia, with a specific focus on India. In recent years, there has been a notable trend of women overcoming various challenges and making significant strides in occupying prominent roles across diverse media platforms. According to a survey conducted by the International Women Media Foundation, an examination of the role of women in new media has unveiled a notable gender disparity in terms of professional attributes. Research has shown that there is a notable gender disparity in technical fields, with men being more prevalent in these domains. On the other hand, women tend to be significantly more involved in activities related to regular news collecting, writing, and editing. (Priyanka Rajeev, 2018; Ground Report, 2022).

As carers, women play an essential role in society and are frequently the backbone of the family. When individuals leave their homes and endeavour for the well-being of their families and communities, they encounter a diversity of perspectives. The media must elevate awareness of women's rights and concerns in journalism and mass communication, which should function as the voice of society. The number of women in the Indian media sector, including television, print, radio, and the Internet, has been steadily increasing across all media channels. Numerous women are

assuming leadership positions in photography, news anchoring, and radio broadcasting, including Barkha Dutt, Palki Sharma Upadhyay, Shereen Bhan, and Madhu Trehan, among others. The development of new media technologies has also made it possible for journalists to work remotely, thereby increasing the opportunities for women in the profession. Their presence and accomplishments are crucial to the expansion and diversification of the media ecosystem.

LITERATURE REVIEW-

Role of Women in Traditional Media (Presence, portrayal, and challenges faced in Traditional Media):

In today's rapidly changing media world, women in the media play a significant role in shaping public opinion and influencing attitudes toward women. With women in positions of responsibility in newspapers and electronic media, their understanding should span a wide range of issues. Female journalists must be sensitive to women's problems and give valuable perspectives. However, the media's image of women remains limited, reinforcing gender stereotypes and maintaining the notion that women's roles are confined to being spouses, mothers, and housewives. Even though more women are entering the communications business, their participation at decision-making levels and in governing bodies that influence media policy remains insufficient. (MISHRA, 2015)

Women's publications have ten and a half times more advertisements and articles promoting weight loss than men's magazines, and television shows and films commonly accentuate the importance of a slim body as a measure of a woman's worth. According to studies, the great majority of female characters on television are underweight, with only a small fraction being overweight. According to surveys, social issues impacting women receive limited coverage in newspapers, whereas sensational crime stories involving women abound (Dr.SP.Mathiraj and R.Saroja Devi, 2015).

In India, the media lacks to address the issues of exploitation and injustice faced by women. Instead, they sensationalize incidents of violence against women, so glorifying such criminality. Newspapers focus on horrible crimes against women, while women's sections highlight beauty tips and fashion while disregarding crucial themes of women's empowerment. The media's

portrayal of women requires a shift towards programming that encourage income-generating schemes and non-traditional abilities for women, therefore challenging the notion that women are only appropriate for certain types of job. There is a need for more nuanced depictions of women in the media, as well as addressing women's issues and promoting gender equality. (SAIKIA, 2017)

Cinema is an essential element of India's entertainment sector, however, it does not adequately reflect women. Iconic words in Bollywood, such as "jachoodiyanpehen k baith ja," promote harmful stereotypes, while the presence of "item songs" causes misconceptions. These challenges have prompted feminist authors to study how Indian media portrays and treats women. (Fauconnier, 1979) Despite a rise in the proportion of working women in traditional occupations from 1951 to 1971, women continue to be featured in domestic roles (Ray, 2020).

Today, the nation has some leading independent female journalists. Indie female journalists in India fight stereotypes, speak for women, hold power responsible, and contribute to media dynamics. They are essential to a more informed, inclusive, and equitable society. These powerful female journalists are independent media personalities: India's first female photojournalist, Homai Vyarawalla, shaped society. She saw camera and still photography advancements. Her political photography documented India's independence, including landmark meetings with Mahatma Gandhi and other international leaders. To raise awareness of rural and slum conditions, Vyarawalla photographed them. She led India's slum child development projects with devotion. When Prabha Dutt joined Hindustan Times, she faced gender discrimination. She fought for her job and became a major newspaper's first female chief reporter. Her daughter, Barkha Dutt, is a successful journalist and media executive. Barkha garnered several national and international awards for her Kargil war reporting. Award-winning business writer Sucheta Dalal contributed much to the region. She was a Financial and Consulting Editor for major Indian periodicals. Dalal co-founded Moneylife Foundation, a nonprofit that educates and protects investors, to promote financial literacy. She participated in various Indian development projects. The first television news broadcast in India was read by Pratima Puri in 1965. Her achievements include interviewing Yuri Gagarin, the first astronaut. Puri's fame as a broadcaster inspired young Indian women at a time when women in some fields faced cultural barriers. (Dhiman, 2023).

Women are increasingly represented in Indian journalism across all mediums. They are famous newsreaders, photographers, and radio hosts. Thanks to modern media technology, journalists may work from home and interview easily. The media still emphasises hurdles, gender inequities, and women's underrepresentation. The International Women's Media Foundation and the Alliance of Women Film Journalists encourage women's achievements and the importance of breaking industry prejudices.

THE TRANSITION FROM TRADITIONAL TO NEW MEDIA:

The rise of new media has altered the media landscape, with new media reaching a different audience than conventional print media. When the first news websites were launched in 1986, they simply reproduced their print equivalents, acting largely as means to increase awareness for media outlets. However, it wasn't until after 1996 those independent media outlets in India started experimenting with news websites, ushering in a huge shift. Unfortunately, many independent media organizations and websites shut down after 2000¹. This was the era when the notion of convergence became widespread (National Institute of Open Schooling, 2023).

The fourth industrial revolution offers huge networking and technological innovation potential, including AI and Big Data. These advances are promising but have downsides. Social media has invaded huge populations' lives, affecting connectivity goals both favourably and badly. By November 2019, India has half a billion internet users, growing 10% in urban areas and 15% in rural areas. About 35% of these customers are women. Global internet use doubled between 2010 and 2019, with women drastically increasing their online presence. Analysts say women's online presence has reached critical mass, even if men still outnumber women. The regional distribution of these patterns is considerable. In rural India, one-third of daily average users utilise the internet and digitization has expanded substantially. However, connectivity gaps will need major efforts to get Tier 2 and Tier 3 towns, villages, and remote regions online. Over the last decade, social media platforms and users have developed exponentially. Twitter and Facebook were founded in the early 2000s, but they just recently gained political, social, and economic power. This transition coincides with mobile apps and technology's usability and accessibility. According to studies, Americans spend 145 minutes on social media

daily, up from 90 minutes in 2012. (Mithal Mukherjee, May 6, 2021).

The new media sector has changed the way people acquire and consume information, particularly among younger viewers. As a result, the new media business has fundamentally altered how information is accessible, shared, and consumed, with social media platforms playing a critical role in shaping public conversation and involvement.

PRESENCE OF WOMEN IN NEW MEDIA:

The news media's journey toward attaining gender equality has come to a halt. Over 20 years, the greatest research on the depiction, involvement, and representation of women in the media across 114 nations found that just 24 percent of the persons portrayed in newspapers, television, and radio news are women. Furthermore, women journalists suffer a glass barrier, as proven by a decade of stagnation, with women accounting for just 37% of articles covered in newspaper by-lines and television reports in 2015. Disappointingly, digital media, which was supposed to level the playing field, has not enhanced women's representation considerably. Women continue to be underrepresented in both traditional and digital news formats, accounting for just 26% of persons included in Internet news stories and media news tweets (Un Women, 2020; Wikibio, 2022).

Indian female internet users have surged dramatically as the number of users exceeds half a billion. In November 2019, 26 million women joined within a year. Unexpectedly, female internet users are expanding faster than men. Female users rose 27% between 2018 and 2019, outperforming male users by 22%. Despite this development, India has half the number of female internet users as males. The gender gap must be closed to improve economic opportunities, communication, social relationships, and women's political participation. The gap is particularly obvious on social media. Only 33% of Indian women utilised social media in 2019, compared to 67% of men. Data shows that 52% of Indian women are apprehensive to provide the internet their personal information. Although female internet users have risen in India, the gender gap remains, especially in rural areas. For women to enjoy equal economic, communication, social, and political possibilities, this gap must be closed. (Mithal Mukherjee, May 6, 2021).

¹ National Institute of Open Schooling, "New Media: The Industry".

OBJECTIVES -

- To analyse the profile of top 5 women journalists of India those switch from traditional to new media platform when they were on top of their career.
- To find out the challenges and journey from tradition to New media Industry.

RESEARCH METHODOLOGY

The research aimed to achieve certain goals, and data were obtained via primary sources such as live interviews, blogs, interactions, and video records. The data obtained from the profiles of the five most prominent women journalists will be subjected to analysis and tabulation. This research examines the challenges encountered by individuals in identifying the reasons for their transition from conventional media to new media platforms at the peak of their professional careers. This inquiry pertains to the transformative measures used within the media industry to establish a presence inside the realm of New Media platforms. The research examined the profile, experience, activities, and professional development of women journalists, with a particular emphasis on their capacity to thrive and challenge prevailing biases. The study report examined the biographies of five prominent women journalists who are affiliated with renowned media organisations.

PROFILE ANALYSIS -

WION anchor Palki Sharma Upadhyay is a famous Indian journalist and newsreader. The ICG Institute of Educational Research and Development in Jaipur awarded her a master's in Communication, Journalism, and Related Programmes. Palki joined Doordarshan News, India's biggest broadcaster, in 2002 as a news anchor. She hosted national and regional TV programmes and shortlisted, structured, and wrote current affairs items there. She eventually became a Hindustan Times Staff Writer, covering civic and social issues. CNN-News18, India's biggest English-language news network, hired Palki as an anchor and senior editor in May 2005. She was noted for her IBNLive.com book reviews and over a decade of news and talk programmes. With her expertise and love for journalism, Palki became one of India's most successful anchors and journalists. She briefly presented daily political debates and discussion programmes on ITV in 2016. Palki became WION Managing Editor and anchor in March 2017. In "Gravitas," she addressed body positivity, climate change, violent conflicts, and mental and physical

wellness. Her work at WION garnered her the 2007 Best News Reader award and the 2020 ENBA Best International News Show award for 'Gravitas'. Palki departed WION in September 2022 to become Network18 Managing Editor. She returned to the organisation where she had worked several times. Her new programme is on Network18 Group-owned Firstpost. Palki Sharma Upadhyay is an experienced journalist with about two decades of experience. She has worked for Hindustan Times, CNN-IBN, iTV Network, and Zed Media and travelled far to provide accurate information. Palki is noted for her French, having earned a C1 from the Alliance Française de Delhi. Throughout her career, viewers have loved and supported her journalism. (Deshpande, Inspiring Lifestory of Palki Sharma Upadhyay and Resigning from WION, 1 July, 2023) (Kashyap) (Wikibio, 2022)

Richa Anirudh - Indian journalist, TV anchor, radio presenter, talk show host, and editor Richa Anirudh is famous. She runs "Zindagi with Richa." on YouTube and has contributed to Indian television. Since her 1996 debut, Richa has become a household name on Indian television. She began her career as a freelance DD National anchor for "Ankur." She began working for Rajasthan's DainikNavajyoti in 1998 as a trainee journalist. She then became Pandit Ravi Shankar's Delhi Office Administrator in 2001. DD Sports and ETV Urdu employed her at this time. Richa became an AIR FM RJ in 2001. She started anchoring Zed News news programmes in 2002 as a reporter. She was a Special Correspondent and News Anchor at Channel 7, then IBN7, then News18 India. Richa hosted "Zindagi Live," an IBN7 discussion programme, from 2007 until 2013. The programme addressed major social issues including women's abuse. She revived "Zindagi Live Returns" on ETV in 2017. Her YouTube programme "Zindagi with Richa" launched her online. Richa anchored 92.7 BIG FM's morning show "Dilli Meri Jaan," which highlighted Delhi's everyday struggles. She delivered "Big Heroes," a concert honouring forgotten heroes. Richa is the Editor-in-Chief of Schoolmagazine-School-Live, where students read, write, and share their thoughts. Her hard work and talent have earned her several awards. Pitch Magazine called her one of the 12 best next-generation anchors across all Indian news channels in 2004. She earned the Ekta Mission Best Anchors Award in 2005 and the Amity Media Excellence Award in 2010 for being the most promising young female journalist. Her programme "Zindagi Live" won the UNFPA Ladli Media Award for gender sensitivity.

and the Indiantelevision.com Best Talk programme award. International recognition of Richa Anirudh's expertise and accomplishments. She received the 2012 Chevening Gurukul Scholarship from the UK government. As an Expert Advisor on "Kaun Banega Crorepati" and editor of "The Indian Woman." (Wikibio, 2019) (N.ACTION, 2022) (India, 30 November, 2018)

Shradha Sharma - YourStory founder and CEO Shradha Sharma is an Indian journalist and entrepreneur. A brand strategist at The Times of India in 2006, she was CNBC TV18's Assistant Vice President from 2007 to 2009. She launched YourStory in 2008 to tell India's young entrepreneurs' tales. YouStory, which encourages storytelling, is one of India's largest digital media platforms. Shradha Sharma is lauded for her entrepreneurial success and advocacy for startup stories. Fortune named her one of India's 'Best 40 Under 40' entrepreneurs for three years. She received the Forbes Power Trailblazers award in 2018 and was again named a LinkedIn strong influencer with Narendra Modi and Priyanka Chopra. Shradha promoted Ola and Paytm before they became unicorns on her two million-follower social media network. Shradha's YourStory is a unique storytelling platform that shares over 70,000 tales in 11 local languages from over 100 people with over 200 million people through text, videos, social media, and digital platforms. Each month, the site gets 12.5–15 million page views and 6 million unique visitors. The world's top 500 LinkedIn influencers included her in 2015. She won the March 2015 L'Oreal Paris Femina Award for Online Influence. Over \$8.5 million was invested in YourStory in 2015. Shradha won the 2010 Villgro Journalist of the Year Award for her startup coverage and the NASSCOM environment Evangelist Award for establishing an inclusive startup environment. She is "India's biggest storyteller." In 2016, LinkedIn's Internet CEO was the most-watched. Her achievements have been included in several publications and training materials, including "5 women Indian entrepreneurs in India you should know about." YourStory TV added video formats, expanding its possibilities. YourStory Germany was founded in 2020 to connect Indian businesses with Germany, a leading Western European technology and innovation hub. Her perseverance, clarity of thought, and ability to shift from founder to successful founder-manager got her this honour. Shradha Sharma advises against trying to please people and wearing brands. (YOURSTORY, n.d.) (Forbes, 2018) (Team Leverage, Edu, , 20121) (Deshpande, Success story of Shradha Sharma building Yourstory Media for Startups, 1 July, 2023)

Smita Prakash-Born December 2, 1981, New Delhi-based news reporter, writer, and editor Smita Prakash is well-known. Smita Prakash joined Asian News International in 1986 as a trainee. She rose to full-time employment and became ANI's face. Her talent and dedication earned her a position as an editor at Asian News International in 2014. Over her career, SmitaPrakash has contributed much to journalism. She covered elections, politics, natural disasters, foreign events, and breaking news. She has reported for NPR News America, NHK Japan, and other foreign broadcasters, providing critical insights into India. Smita Prakash's journalism has allowed her to interview international leaders and intriguing people. She has reported on major events and conflicts, including the deadliest. Her work is well-regarded in the business. Smita Prakash is a great news and current affairs anchor. Popular shows were Zed TV's "Rotating Mirror" and Doordarshan's "Newsmakers". Her successful show "This Week in India" became South Africa's longest-running. Many organisations have honoured Smita Prakash. Her devotion to improving garbage management in India earned her the UN Environmental Leadership Award. Her prominence has grown as major news networks have included her interviews and stories. After 20 years as a journalist, Smita Prakash remains active. Her enthusiasm, professionalism, and ability to cover important events have made her a popular ANI News Channel editor and reporter. She remains a valuable news source for domestic and international audiences. (Agarwal, 2022; (Ground Report, 2022)

Pragya Mishra-Indian journalist Pragya Mishra is known for her candour. Her birthdate is November 13, 1994, in Alambagh, Lucknow. She started her career doing street plays to promote social awareness and discourage vices. She discovered that street performances only reached 100–200 people at a time. She joined a production company in the digital era to reach more people and make a larger impact. Bharat Samachar News in Lucknow's Hazratganj sought a brave female journalist in 2017. The station editor wanted to launch a public programme called Cutting Chai but couldn't find a decent Lucknow journalist. The channel's editors received Pragya Mishra's production company video. The channel was interested and asked for her contact information before giving her an audition for their new programme. She rejected the offer, but the channel kept in touch. They even phoned her IISER college lecturer, who convinced Mishra to audition for India News. She made the Cutting Chai show after

auditioning. Pragya Mishra worked in journalism and other arts. She performed in street dramas and theatrical performances while pursuing her post-graduate degree from 2013 to 2016. Mishra hosted Doordarshan TV shows including Classical Voice of India and Jeevan Ke Rang FilmoKe Sang and DJed at All India Radio in Lucknow. She started UltaChashma UC on YouTube. Pragya Mishra hosts Bharat Samachar Channel's Cutting Chai Public Show, where she discusses different topics. She reports uniquely, and the programme is renowned statewide for its innovative narrative. She won best early prime-time programme and best ground reporter of the year for her remarkable performance. (KSOU, 11 July, 2023) (Celebwala, 2022) (Patel, 2022)

These Indian female journalists have made important contributions to the media environment, utilizing social media tools to interact with their audiences and spark relevant debates. Palki Sharma Upadhyay, Richa Anirudh, Shradha Sharma, Smita Prakash, and Faye D'Souza have all built successful journalistic careers, using their platforms to raise awareness of important topics, advocate for change, and deliver informative reporting. Their passion, competence, and effect on public dialogue have gained them industry recognition and honors. These journalists serve as role models for aspiring journalists, demonstrating the power of social media in altering public opinion and encouraging meaningful conversation.

RESULTS AND DISCUSSION-

New Media is providing the scope to breaking the boundaries

The merger of social media and journalism has significantly altered the sector, offering journalists several advantages but also posing obstacles. Social media has transformed the way news is distributed and consumed, allowing journalists to receive quick visibility and access to a variety of information. With billions of social media users worldwide, journalists now can reach a large audience and grow their readership (Goodman, 16 February, 2022). Social media journalism is a new way of gathering, generating, transmitting, and changing news and information. It depends on social media platforms to convey news rapidly and on time. Because it gives quick updates and notifications on our mobile devices, social media has revolutionized the way we get news, lessening our reliance on traditional newspapers (Mathew, 28-Feb-2022).

According to current projections, the digital journalism industry is quickly expanding, with around 5,000 positions available. Approximately 3,000 of these positions are at significant digital-only news outlets. These organizations understand the importance of social media in conveying stories and engaging their audiences (CAUMONT, 2014). Online news articles have a distinct style and appearance that distinguishes them from conventional media. In the age of the internet's widespread presence, modern journalism is synonymous with online journalism. Almost all credible media organizations now have an internet presence, where they actively gather, report, analyze, and distribute news and other information (ALICE, 2013).

The importance of new media in giving a forum for women journalists in India to break past old limitations and overcome numerous challenges and biases has been critical. Palki Sharma Upadhyay, Richa Anirudh, Shradha Sharma, Smita Prakash, and Faye D'Souza are among the journalists who have used social media to communicate with their readers, impact public discourse, and magnify crucial issues. One of the major benefits of new media is its ability to bypass established media institutions and give direct access to a larger audience. These journalists have been able to contact and communicate with people beyond the restrictions of traditional media outlets thanks to social media platforms. This has given them the opportunity to raise their voices and campaign for change on topics such as social justice, gender equality, and environmental sustainability.

Furthermore, new media has given these female journalists a platform to question and overcome gender prejudices and a lack of representation in the media sector. They were able to build their credibility, exhibit their skills, and obtain attention for their work by utilising social media channels. Their accomplishments serve as an example for aspiring journalists in the Indian media sector, displaying the great influence that can be achieved by adaptation, innovation, and a commitment to presenting accurate and important news.

New media is providing fearless platform to speak for journalists

New media channels have arisen as a vital tool for female journalists in recent years, giving women a courageous platform to speak up and share their stories. Women have been able to break down boundaries and draw attention to topics that have long been overlooked or

side-lined thanks to these digital platforms. Female journalists now collaborate and assist one another thanks to new media channels. Women in journalism interact, exchange experiences, and support one another through online communities, forums, and networking organisations. This sense of belonging motivates female journalists to overcome obstacles and work together to create a more fair and inclusive media sector.

Fearless female journalists are using digital technologies to magnify their voices, tell their stories, and reach a larger audience than ever. These journalists have bravely embraced new media, using its capacity to shed light on urgent societal concerns. For example After leaving traditional media venues, renowned people such as Barkha Dutt have used internet channels, such as her own “MoJo Story,” to continue their important journalism careers. YashicaDutt’s writing has put awareness on the socioeconomic issues that Dalit communities confront, amplifying their voices and pushing for their rights. As Editor-in-Chief of Khabar Lahariya, Kavita Devi has brought varied viewpoints to the fore through a daily produced in rural dialects and the participation of over 40 Dalit women reporters. GreeshmaKuthar has extensively covered the historical and social effects of Hindu nationalism using new media, offering significant insights and conducting key interviews. Meera Devi, the bureau chief of Khabar Lahariya, specialises in policy reporting on rural issues, reaching a large audience and addressing pressing concerns through various digital media channels. Palki Sharma Upadhyay, noted for her in-depth reporting, has boldly criticised toxic newsroom cultures and highlighted the difficulties that working moms confront. Neetu Singh’s investigative work has resulted in good reforms in underprivileged communities, including a viral film revealing horrible living circumstances.

New media channels have been critical in creating a safe space for female journalists to come up and share their tales. These journalists have been able to raise their views, reach a larger audience, and participate to significant dialogues thanks to new media. Furthermore, new media platforms have promoted cooperation and support among female journalists, establishing online communities where they can interact, exchange experiences, and work together to create a more inclusive and equitable media sector. The emergence of new media has completely transformed the way female journalists can express themselves, convey their opinions, and leave a lasting impression on society.

CONCLUSION:

Women journalists now have a new world of freedom of expression thanks to new media, which has given them a platform to rise, speak, and break away from the prejudice and gender discrimination that is all somewhat prevalent in the old media sector. Women journalists can now use digital platforms to express themselves, share their stories, and contribute to vital dialogues without fear of suppression or marginalisation. Women now can develop and prosper with the respect they deserve because to new media, which adopts inclusion, cooperation, and support among female journalists. With their uncompromising dedication to journalistic ethics and drive to deliver true and accurate news, these women journalists are paving the way for others to follow. New media is a significant supplement to their profession, allowing them to reach a large audience in seconds rather than the tremendous obstacles sometimes encountered in physical newsrooms. Their commitment to maintaining journalism’s ideals and utilising the potential of new media demonstrates their elasticity and capacity to create a lasting influence in the ever-changing media landscape. Women journalists are redefining the media landscape, questioning established standards, and building a more equitable and empowering industry for themselves and future generations as they embrace new media.

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