



## WOMEN EMPOWERMENT, LITERATURE AND SOCIAL MEDIA

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### **Abstract**

*The aim of present paper is to analyze how literature and social media provide an independent, unbiased and equal platform to women. Both are used as tools or spaces by women to speak about their empowerment and disempowerment. Empowerment is a multi-dimensional social process that helps people to control over their lives. Same is the case with women empowerment. For empowering women first and foremost thing is that they should be provided with a platform where they can raise their voice against their disempowerment so that all the women may be aware of their rights and privileges. Social media and literature provide them such a platform.*

**Keywords:** *Women Empowerment, Social Media, literature.*

Social Media- A platform that facilitates interaction among people on large scale with the help of social media tools like blogging, micro blogging, Face book Chatting and other social media chats or activities. These social media activities not only facilitate the production of information but also disseminate information so that its users may be aware about different fields and get a platform to discuss things without any discrimination. It will not be wrong to say that social media is the mirror and synonymous of contemporary society so it is inevitable to have the effects on its users whether it is positive or negative. It serves equally for men and women. So women who are the half of the total population get a powerful tool which they can use for their empowerment. So the relation between social media and women empowerment co-relates with each other. Social media can accelerate the main aspects of women empowerment by bringing them ahead to the reach of everyone whether they are common people or our elected representatives in Government.

The Famous sentence, On ne nait pas femme: on le deviant, reads in English translation as "One is not born, but rather becomes, women" According to Simone de Beauvoir- a feminist, one is born as a free human being but society makes difference by categorized that human being in a girl or boy, male or female and man or women. This problem is clearly stated by Simon de Beauvoir as-

"If I want to define myself, I first have to say, "I am a women", all other assertions will arise from this basic truth. A man never begins by posting himself as an individual of a certain sex: that he is man is obvious. The categories masculine and feminine appear as man is obvious. The categories masculine and feminine appear as symmetrical in a formal way on town hall records or identification papers: The relation of the two sexes is not that of two electric poles: the man represents both the positive and the neuter to such an extent that in French homes designates human beings, the particular meaning of the word vir being assimilated into the general meaning of the word "homo".

Women is treated as inferior sex or weaker sex as Aristotle said, "We should regard woman's nature as suffering from natural defectiveness". It seems that God is biased in creating women if we follow Aristotle's statement about women. But we feel that it is not God but society that does not give the equal opportunity and platform to women in every sphere of life; although now position of women are getting better. Even now women empowerment is a very long process and it will take more time to make women's situation best in the world. So there is a need of a platform where can discuss their problem and be aware of other women's problem so that they can raise their voice higher and higher. Such need can be fulfilled by social media that give everyone unbiased platform.



Social media plays an important and vital role in women's empowerment and its development. Social media can create an awakening inspiration to achieve their potential as a prime source of change in the society we live in. With the growing dominance of the internet, blog, chat etc. The use of social networking sites communication is rapidly changing and becoming mobile, interactive, personalized and multi-channel. The internet has served as a vehicle or as channel to convey information in a useful and easy to understand manner. This extraordinary revolution is affecting the basic structure of societies and is raising discussion and debates that are profoundly related to women; the rapid transformation of the boundaries between the public and the private spaces, the relationship between the new media and women's empowerment. It is emerging as an alternative media where women can raise their voice when their voice is restricted. Public also join their cyber hands and try to share their issues in each and every protest. For a long time voice of women is restricted and it can be made loud by way of social media. If we talk about economic empowerment of women, it is very useful tool to make them economically strong so that they may not be dependent on anybody.

Social media makes women independent, free and empowered when they get the chance to raise their voice without any discrimination. Social media is posing questions and answering questions that could raise and suggests solutions for every search of hers. Women can get emotional and intellectual company through social networking if she use it positively and get benefitted from it as well. There is no fear of losing their identity.

Nowadays social media seems as a faster media when any incident happens, and spread that incident's message very fast and people from round the world try to participate and show their concerns toward such incidents. There are a lot of websites that serves for women empowerment and focuses on different sphere of life such as lifestyle, knowledge, health, education and more. Some of them are designed specifically to address the needs of women while some networking sites are aimed at women who are parents or professionals, they are also general sites that provide place to discuss multiple topics:-

**Cafe Mom:** This social networking site for mothers is run by the people who brought you Club Mom. It offers groups for moms who want to talk about particular issues, blog sites, and private messaging capabilities. While the focus of the site is on parenting, there are also opportunities to discuss, cooking, hobbies, relationships, finances and health.

**On Sugar:** Formerly known as Team Sugar, this lively site allows women to create their own mini sites and blogs that they can share with other members. Users can rate each other content, follow posts and comment on member pages. It also supports, connect with Twitter and Face book to help members connected with women whom they already know. Membership is required to view any context.

**Brave Heart Women:** Aimed at increasing personal growth, this site provides a place for women to inspire each other and collaborate on creative ideas. It offers communities and groups which enable women to get and share advice, past opinions and get feedback on their ideas.

**Fabulous 40:-** Aimed at women 40 and over, this site is the place to share beauty secrets, post movie reviews, get parenting help, find health tips and exchange recipes. Other features include blogs, weekly contests, and photo album.

**Ladies Who Launch:** Women who are entrepreneurs can use this site to promote their business and connect with other professionals. Members can also participate in webinars online and in meetings at a location in nearby city.

**Savor The Success:** This free site for women entrepreneurs offers virtual cafes where members can learn from experts in public relations, social media and branding. Members can also connect with other women to participate in learning teams that meet online or in person.



Thus 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 due to internet and social media.

### Literature

You may write me down in history,  
You may write me down in history  
With you bitter twisted lies,  
You may tread me in the very dirt  
But still; like dust, I'll rise  
Does my sassiness upset you?  
Why are you beset with gloom?  
Cause I walk like I've got oil wells  
Pumping in my living room  
Just like moons and suns,  
With the certainty and tides  
Just like hopes, springing high  
Still; I'll rise.  
( ' Still; I'll rise' by Maya Angelou).

Maya Angelou in this poem declares that she would not allow the hatefulness of society to determine her own success. She will not let it bother her that others “tread” her “ in the very dirt.” She raises her voice against inequality. She proclaims that if she is trodden in the dirt she will rise like dust. She is determined to struggle with obstacle and prove her identity. Nigerian writer Flora Nwape’s novels defiled the traditional depiction of African women as passive. Nwape is the first African woman whose novel published in English and with this novel Nwape shows the world the true face of patriarchy system prevailed in Igbo society in which in the name of patriarchy women suffers a lot. The protagonist of this novel- Eufuru is twice married but both marriages fail despite her love and loyalty only because she failed to give them a son .In the end she decides to take control of her destiny by divorcing her second husband. Through the character of Eufuru Nwape tries to show us that how in Igbo society a woman’s ability is linked to her womanhood despite Eufuru’s many achievement she met with the contempt of society. Nwape paved the way of feminism to other women writers like Zusika Wanner , Buchi Emecheta ,Chimamada Ngozi, Adichie and so many women writers of Africa who in their works raised their voice against women disempowerment and gave the message of women empowerment .

In Indo Anglian literature we have Kamla Markandaya , Anita Desai, R. P. Jhabwala Nyantara Sahgal and many more women writers from the elder generation of Indo Anglian women writers who wrote from the feministic point of view .They showed the women’s status in society in their works and simultaneously paved the way for Shobha De, Bharti Mukharjee and many more women writers . With the pace of time we find a change in the temperament , thought-content and tone or we can say the a new phase of feminism emerged in which we have the women writers who developed maturity and conviction. Now they have unconventional characters who are able to raise their voice against societal ills. In other genres we have good deal of women characters and authors who dealt with feministic issues and contributes in empowering women. The aim behind portraying women character is to empower the position of women particularly in India. Thus we find that social media and literature provide women a unbiased, independent and equal platform where they can express their feelings, emotions and experiences freely, raise their voice against their disempowerment and make others aware of their rights and privileges.



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