

**Citation:** Tabassum, A., Khan, M. A., & Abbas, A. (2023). Media's Role in Women Empowerment: A Critical Evaluation of Pakistani Movie Aik Thei Marium. *Global Digital & Print Media Review*, VI(1), 205-214. [https://doi.org/10.31703/gdpmr.2023\(VI-I\).16](https://doi.org/10.31703/gdpmr.2023(VI-I).16)

- Vol. VI, No. I (Winter 2023)
- Pages: 205 – 214
- p- ISSN: 2788-4988
- e-ISSN: 2788-4945

▪ URL: [http://dx.doi.org/10.31703/gdpmr.2023\(VI-I\).16](http://dx.doi.org/10.31703/gdpmr.2023(VI-I).16)

▪ DOI: 10.31703/gdpmr.2023(VI-I).16



Cite Us



Aleesha Tabassum \*

Muhammad Akbar Khan †

Ali Abbas ‡

## Media's Role in Women Empowerment: A Critical Evaluation of Pakistani Movie Aik Thei Marium

**Abstract:** *This research article investigates the role of media, particularly through the lens of film, in promoting women's empowerment. The paper focuses on the critically acclaimed Pakistani movie, Aik Thi Marium, which tells the inspiring story of Marium Mukhtar who was first Pakistani fighting pilot. The analysis was done keeping in view the ideas of Fairclough called three-dimensional model (1989). This movie shows the Women Empowerment in Pakistani society i.e., on social attitudes, individual empowerment, and gender stereotypes. This research aims to shed light on the significance of media platforms to challenge societal norms, empower women, and contribute to broader gender equality initiatives.*

**Key Words:** Media, Women empowerment, Critical study, Aik thei Marium

**Corresponding Author:** Muhammad Akbar Khan (Associate Professor, Department of Languages, The University of Chenab, Gujrat, Punjab, Pakistan.  
Email: [shahzadmasscomm@bzu.edu.pk](mailto:shahzadmasscomm@bzu.edu.pk))

### Introduction

Media has power to empower women (Gerodimos & Scullion, 2013). Especially Pakistani women who belong to middle and lower classes or women sitting at home do not know their rights. Media tells them about their rights. Media empowers women in every field. Media plays an important role as it communicates information from government officials to general public. There are many laws and recommendations for women's empowerment. It is known phenomenon that

social media has been acknowledged as a most dominated weapon that allows people to reach and reach large numbers of people. Media help used fine what we think, how we feel, our situations and our relationships. The word advertising is defined as a type of communication that operates on a larger scale, is more or less relevant and reaches almost everyone in a particular society. Media always influences the personality pattern of people's thoughts, feelings and behaviours as well as their social, economic, cultural, political,

\* M.Phil. Scholar, Department of Languages, The University of Chenab, Gujrat, Punjab, Pakistan.

† Associate Professor, Department of Languages, The University of Chenab, Gujrat, Punjab, Pakistan.

‡ M. Phil. Scholar, Department of Languages, The University of Chenab, Gujrat, Punjab, Pakistan.

spiritual and religious aspects. Media provides new information and creates changes in daily life. The news has both positive and negative effects on society. Media plays an important role in the flow of information. This is called the fourth pillar of democracy (Arias, 2019).

This research aims to critically analysing the agenda for the progress of women empowerment in media, with a focus on the Pakistani movie *Aik Thei Marium*. The movie tells the story of Marium Mukhtar, the first female fighter pilot in the Pakistan Air Force who died in the line of duty. This study seeks to analyse how the movie portrays women's-empowerment and how it contributes to changing social attitudes towards women in Pakistan.

In this information age, radio, film, television and everything in print is happening to all of us. They are all trying to perfect their own forms of communication to become a better medium. The media has shaped ideas and thoughts and influenced the socialisation process by changing public opinion on personal belief and self-awareness. The role of social media in shaping today's society has become very important. People always rely on news to understand what is going on in society. The media could control and criticize the failure of democracy. Communication is very important for success of a woman and media play a significant role to achieve the same. It is worth noting that the growth of the media is due to the increase in the education of women and their entry into the media through work. If the media can be a powerful change agent, it can also be a powerful repression agent. Even the media can highlight the positive image of women and their role in society. Women's participation in society is always affected by the difficulties they experience and news of violence. It is important that electronic and printed materials reveal the balance of women's participation in society in a changing world. Because the media has so much influence on people, they should act more responsibly before publishing and disseminating news. The media are potentially powerful channels of information in a society. The role of Media

is very significant to increase Women empowerment which will conduct to social and economic empowerment of women. It is a way for women to develop self-control, independence and self confidence in the face of patriarchal culture. The main tools for women's-empowerment are the independence of others' financial independence. Some of the main barriers to empowering women are a lack of self-confidence, negative thoughts, limited options, and a lack of satisfaction in everything. Therefore, empowerment of a woman is a change in a woman's life that enables her to live in human life. (Tamuli and Mishra, 2022).

The most recent definition of empowerment in the development literature is based on Amartya Sen's formulation in *Development as Freedom* (1999) that development means the enlargement of the chosen people.

The empowerment of women is known as a significant for the prosperity of country and it is un-deniable that that destiny of country is in women empowerment. Women serve in both the family and business sectors. Therefore, a comprehensive approach is required to provide an in-depth examination of power and ideology. Women's media literacy and ability to access and control all aspects of modern and contemporary media are still limited in many societies. Empowering women is achieved through social media and new technologies to communicate, participate and gain more opportunities for self-expression and decision-making. The powerful and positive role that the media can play in empowering women needs to be encouraged and further explored.

### Significance of the Study

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The empowerment of women is essential to the health and development of families, communities and nations. When women live safe, successful and fulfilling lives, they can reach their full potential. Teaching skills to workers can make children healthier. It opens the door to a new world of possibilities and is a powerful tool for women's empowerment. In this context,

the media can play an important role in shaping women according to their potential as important actors of social change. An Analysis of Aik Thei Marium movie shows the Women Empowerment in Pakistani society. This inspiring short film summed up Marium Mukhtiar Shaheed inspirational story of courage and commitment in a very clear manner.

### Objectives of Research

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- In present study following objectives are focused:
- To identify the role of Pakistani electronic media in women empowerment through the study of the film *Aik thei Marium*
- to support women to achieve their full potential
- to explore the theoretical concept of women's empowerment
- to identify the performance problems in the process of using women's power

### Research Questions

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In this study following research questions are highlighted

- How is the Pakistani media playing its role in empowering women?
- How does the movie *Aik thei Marium* play its role in the empowerment of women in Pakistan?

### Literature Review

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In this section research has received use the relevant of media's role in women empowerment. Empowerment means the power of the authority to decide on a matter according to its own will. Media plays many roles in society; it is not only a change but also a way of informing and entertaining people. Women's empowerment is an important issue for-women in and around developing countries. Most women are literate or low-educated. They are dependent on male family members for their needs Women are powerless in many areas of life, especially in developing countries. They are dependent on men in many ways. No doubt, education and

training of society is best tool to empower women.

The media can play an important role in raising awareness about women's empowerment in society. A critical analysis of the role of the media in women's thinking helps to conclude that the media plays some positive role in educating women about-empowerment but needs some improvements. Media writers can help people understand their problems, their causes, and tips for solving them. Empowering women is the solution to most problems for women and their families. May be best to promote education and independent thinking by recognising rights and responsibilities in society (Akhter & Naheed, [2014](#)).

The media has a role to play in making people aware of strategies to empower women and enabling them to contribute to the development of a society. This study attempts to examine the role of social media in empowering women in Pakistan. Analysis media usage behaviours of women. Evaluates the-effect of media on women's-empowerment. It has highlighted some of the effects of the mass media on women's empowerment, recommends measures for policy makers and communities to use the media to inform people about women's empowerment.

This study contributes to the understanding of women's media use in the country. The most important thing for women to understand is that advertising is not entertainment. It is the foundation of education, women's development and women's empowerment. It also raises women's social awareness and educates them about their rights, responsibilities and social issues. However, the influence of women on business development is weak. It's not about teaching them the skills to earn an income, gain equality in society. It has suggested writers to write information that educates people about the benefits of women's empowerment for individuals, families, and men, and educates people about strategies to empower women through support (May, [2010](#)).

This article aims to make a link between women's-empowerment issues and social participation in-order to achieve female population in all sectors of Pakistani society. We can be divided into at least three different classes in Pakistani society based on economic concerns. The classification can be divided into upper class, middle class, lower class. Another thing to consider is leadership.

Cultural values have more or less equal value on-women's lives; Although they belong to different classes, the nature of each class is different in-terms of violence. Women in the upper echelon are generally well-educated, financially strong, and capable.

The women in the middle class do not speak up well against the violation of their rights, and this is mostly due to the opinion of the men in the family (although mothers mostly uneducated or semi-educated, are equally responsible to enforce these negative thoughts ) The foremost defenceless are the woman of the lower strata because they do not have the resources to fight injustice, especially domestic violence, and do not-know their basic rights what to say of her desire to get education and In this context, the concept of empowerment of women is worth oriented task particularly for the lower and middle classes because these are handicapped in money and education.

Pakistani women are facing various challenges like poverty, corruption, gender issues and feminism injustice to overcome the issue of empowerment When the reasons why women are inferior and weak in society are examined, it is seen that there are customs, traditions, social attitudes, ignorance of religion and racism in many parts of-the world. Empowerment is not an issue for women in developing societies, but women of the developed societies do tackle this problem in their decision-making. There are so many factors that affect the lack of empowerment of women, such as tribal mindset, low literacy rate, patriarchy and so on (Awan, [2012](#)).

Empowering women is a big debate in building society and is the biggest challenge of this century. There are many reasons, but lack

of literacy is a huge barrier for women empowerment. Due to patriarchal rule, women cannot make independent decisions or make decisions on their own. Even educated women who are successful in the development of society need permission from the men in the family to decide on domestic issues. In this case, it is very important to be more aware of women's rights. It is almost impossible to empower women and access basic rights.

Empowering women is not only the first step for the family, but also a way to improve the relationship. Therefore, empowering women is one of the needs of social development and a way to bring about positive change in underdeveloped societies. The media is a very powerful tool to transfer basic information, norms and social values to the public at large. This is an easy source of getting informal about education and increase information related social environment. Journalists and presenters can understand the problems, causes and causes of the problems of the masses and offer solutions by writing and speaking in programs, even entertainment programs. (Moroojo & Shafiq, 2021).

The reason for social and social inequality in developing societies is the lack of empowerment of women. Media can be good and necessary to promote women's empowerment issues and raise public awareness about women's empowerment. Both types of media have a very significant and powerful demonstration to raise the awareness among ladies and girls which can contribute to social development of the society.

The current research was an attempt to assess public views regarding role of media in women empowerment. The current study would be helpful for women rights activists to plan a media campaign which promote women rights in society and make social environment safe for-women. In this study, the meanings of women empowerment is linked towards the power of authority to determine her own will in order to do better things for her future, family, country or to spend her life as she wishes and to contribute to a better life and freedom. Judgment for family. The government must introduce a solid policy and

spread awareness regarding women rights and women empowerment through media (Khan, [2013](#)).

Governments, schools and non-governmental organisations have a responsibility to prevent all forms of discrimination against women. In addition to these, mass media also play a major role in this regard. Because the media plays a very important role, disseminating and interpreting a lot of information, innovations and news. Today, media constitutes an important part of our lives. Almost everyone benefits from mass media. In fact, the power to communicate our ideas and goals to women's business is very strong. Women's media literacy and access to and control of all forms of media are still limited in many societies. Increasing opportunities for women's participation and self-expression and participation in decision-making processes through new technologies in media and communication have in part encouraged women.

The powerful and effective role that the media can play in women's empowerment and gender equality should be encouraged and further explored. Over the years, technological development has facilitated international communication across national borders, as well as influencing public policy, privacy and behavior, particularly for children and youth. The potential for social media to have a positive impact on the advancement of women is ubiquitous. Many women work in communications, but less so in decision-making positions or in governing bodies and organisations that affect media policy. Many women, especially those in developing countries, do not have access to ever-expanding electronic information systems and are therefore unable to build networks that can provide them with other information.

Therefore, women need to be involved in decision-making processes regarding the development of new technologies so that they can participate in their development and impact (Nath, [2001](#)). Actions to be taken By Governments & Non-Governmental encourage women's participation in the development of

professional standards and codes of conduct or other self-regulatory measures to promote equality between women and those who do not represent women in the media. Promote and recognize women's media, including electronic and other new forms of communication, as a means of disseminating information and exchanging ideas, including internationally, and encourage the transport of women's groups in all media and communication.

To ensure freedom of the press and its subsequent protection in national legislation, and to promote the participation of the media in development and social issues as freedom of expression. Educating women to make greater use of information technology for communication and media, including at the international level. Encourage the establishment of media committees to monitor and consult the media to ensure women's needs and concerns are properly addressed. Social media plays an important role in the empowerment of women, which will lead to women's empowerment in the business world. However, like all media, the mass media is a great and effective way to increase your success by spreading ideas about women's health. , the role of women in today's society, the example that women set for us and continue to do. The Social Side of Women offers great ideas and models for financial support for young women to reach women in all walks of business and beyond (Narayana & Ahmad, [2016](#)).

Previous studies have examined the role of the media in promoting gender equality and women's empowerment, but there is a need for a more critical analysis of how media representations of women can either challenge .. Some studies have also explored the portrayal of women in Pakistani media, but there is a need for a more in-depth analysis of how movies like Aik Thei Marium can influence public attitudes towards women.

## Research Methodology

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### Nature of Research

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This research adopts a qualitative approach,

combining observation, content analysis, and viewers to evaluate the impact of "Aik Thi Marium" on women's empowerment. The content analysis will analyse the film's portrayal of gender roles, the representation of women's achievements, and their ability to challenge social norms.

## Theory

1. **Cultivation theory:** This theory proposes that the media can shape our perception of reality and influence our behavior and beliefs. In the context of women's empowerment, media representations of women can either reinforce or challenge existing gender norms and stereotypes and shape our perceptions of what is possible for women. (Gerbner, 1969).
2. **Social learning theory:** This theory suggests that we learn from observing and imitating others, including the media. In the context of women's empowerment, media can provide role models and examples of women who are breaking barriers and achieving success, which can inspire and motivate other women to do the same. (Bandura, 1977)
3. **Agenda-setting theory:** This theory suggests that media can influence the public's perceptions of what issues are important and worthy of attention. In the context of women's empowerment, media can help raise awareness of women's rights and issues, and shape public opinion and policy towards gender equality (McCombs & Shaw, 72).

## Model

This study is largely based on Fairclough's Critical Discourse Analysis (CDA) Model. The method was first proposed by Norman Fairclough (1989), who used a three-dimensional framework for analysis. The first stage (Description) includes the analysis of the texts related to the main discourse, the second stage (interpretation) and the final stage

(Explanation)) examines the relationship. Between interaction and social context.

## Data Analysis

Empowerment involves the right of a person to decision making and power of autonomy. Marium Mukhtar fulfilled her dream of becoming a pilot and became the first female pilot in Pakistan to admit she committed suicide. Malim Mukhtar fulfilled her dream of becoming a pilot and became the first female pilot in Pakistan to admit she committed suicide. Marium Mukhtiar is a Pakistani fighter pilot. On November 24, 2015, the Pakistan Air Force FT7PG aircraft he was piloting crashed and died near Kundian, Mianwali District, Northwest Punjab Province, Pakistan. First Pakistani female fighter pilot died in the line of duty.

Drawing a plane is easy, flying it is a big deal. This short film tells the inspiring story of Marium Mukhtiar Shaheed's courage and dedication. *Aik Thi Marium* is a short film that presents some powerful words and themes, illustrates them perfectly in different situations, and sums them up perfectly at the end. The opening scene of a short film or drama says a lot about its content. So, the powerful message of how this passionate young woman became clear from the very beginning is still unknown, and the story is not only inspiring but poignant. *Aik Thi Marium* has very strong words that are needed right now.

The author cleverly uses Marium's true story to convey a positive message. There is no difference between daughters and a son, and I love my daughters very well. Girls like Marium Mukhtiar are brought up with desire! Parents who believe in and care for their daughters will develop them into strong, capable people who can succeed in life and do extraordinary things.

For me and Mukhtiar our daughters are like gold. The education we will provide, it will make them purer - This is another positive and powerful message that is ten times more important because it is the story of a girl who proves that parents who focus more on their

daughter's education than gifts do for good girls. Empowerment and self-esteem

Fairclough's (1989, 1995) CDA model consists of three processes of relational analyses of three interrelated aspects of discourse.

These three dimensions

- 1 text analysis (description),
- processing analysis (interpretation),
- social analysis (explanation),

According to Fairclough

### Description

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The language is specified Vocabulary is very important feature of any text. This story is for women Empowerment in Pakistani society.

### Interpretation

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Interpretation is a second part of CDA . Different type of formal links are use in this passage . According to Fairclough have two facets (i) institutional process (ii) discourse process. Formal links as well as contextual links have been use for making text cohesive.. Aik thi Marium is a stereotypes genre. While battling stereotypes, Marium Mukhtar made the bold decision to become a SE fighter pilot in the Pakistan Air Force, a field that was considered aman's job. Metaphors are very special in literature. In this article, we explain the use of "flying officer" as an example.

### Social Analysis

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Empowering women itself involves creating an environment that allows women to make life choice sand decisions in a given context. The concept is so broad that measuring it is problematic. , women's empowerment depends on women's leadership, culture and lifestyle In addition,. Women's right to control their own lives and self-determination has a solid basis in their human rights claims.

Flight Attendant Marium Mukhtiar was born on May 18, 1992 in Karachi, Pakistan. Her father is a police officer. Muhtiar Ahmed Sheikh. She is the second of two siblings. She

completed her secondary education at Urdu Public Schools and Colleges (APSACS) Malir Cantt Karachi. Marium Mukhtiar is one of the best football players to represent Balochistan in the 2007 National Football Championship. She is a Pakistani fighter pilot.

In an interview with BBC News broadcast on January 15, 2014, she said she decided to become a pilot because she was "doing something different". \*she likes her colleagues because she likes to help people around her.. After graduating from NED Karachi in Civil Engineering, she expressed her desire to join the Air Force as a SE pilot. Career in Pakistan Air Force • Joined Pakistan Air Force in 2011 as a pilot for 132 GD(P). She went to Pakistan Air Force Academy Risalpur with seven other Pakistani female soldiers, where they trained as pilots and graduated.

she graduated from 132 GDP on September 24, 2014 and started her career as a PAF Flight Officer.

Her father wants to join the PAF. Marium Mukhtiar graduated from Pakistan Air Force as a pilot in 2014 and joined the other women in 132 GD class. PAF continued... • PAF base MM ALAM was sent to Mianwali for pilot training.

She said to her father: "When the pilot embraces the martyrdom, you see the ashes, not the pilot."

The female aviator died making history, and we can only hope that her example will inspire other women to follow in her footsteps. The death of Flying Officer Marium Mukhtiar made the whole country sad but happy because death is not the end but the beginning.

Is a biography about Marium Mukhtiar, the first Pakistani female fighter pilot to die in the line of duty. Simple narration, clear direction and clear dialogue make this movie moving and inspiring. Our monotonous epics always lack both such. "

Aik thi Marium" tells the story of a very strong young woman whose struggle, dedication, unwavering faith and faith lead her to you success after murder to Tamgha-e-Basalat (King of Good Conduct).

While battling stereotypes, Marium Mukhtar made the bold decision to become a SE fighter pilot in the Pakistan Air Force, a field that was considered a man's job.

In this 120-minute TV series, we watch Marium go from a soldier to a Pakistan Air Force fighter pilot. We see how she deals with and overcomes the worst situations without all the blessings we take for granted.

It is the force that shapes itself from Air Force standards and executes orders that differentiates it. Beyond the mental stress, we see Marium engage in physical exercises that push her to the limits, just as her male partner should. But like a true hero, we see him overcome all difficulties. The story of Marium played an important role in ending the conflict between civilians and soldiers who seemed unable to connect with each other due to discipline, basic content, dress and order (discipline, threats).

Aik Thi Marium shows the viewer the other side of the big screen where the soldiers are involved and how to fight the soldiers until they finally get the honour. The film establishes bonds by revealing the human aspects of our soldiers, who we do not see selfless and brave, who have no feelings other than love.

Our Marium sacrificed herself for her homeland, but there is a Mary inside each of us in our family. I ask you to understand that your Marium's a treasure for the country and a blessing from God, so please raise her accordingly.

### **According to Viewers**

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In addition, in this movie, Mariyam's mother is a role model for other Pakistani mothers whose daughters want to grow up. She not only supported Mariyam in achieving her goal. The movie shows a problem that most of our young people encounter parents pressuring their kids to pursue jobs they don't really want to do. This issue was well-described and really pertains. While Maryam intended to join the Air Force as a pilot, her parents wanted her to become an engineer.

The Air Force Academy's architecture is depicted in a few sequences. These pictures show the rigorous training that potential Air Force members must go through. Only six ladies signed up for her class, including Mariyam, who worked very hard to finish it.

Aik Thi Marium shared a very important social message. Marium's family encouraged her to live the life she wanted. To stand by her against all the pressures of society, to believe in her when she loses her trust, are moral values that our society should take into account.

### **Conclusion**

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#### **Findings**

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The study found that Aik Thi Marium has the potential to challenge traditional gender roles and promote women's empowerment in Pakistan.

The movie portrays Marium Mukhtar as a strong and determined woman who defies societal expectations and pursues her dream of becoming a fighter pilot. The researchers also found that the movie's positive portrayal of women's empowerment had a significant impact on viewers' attitudes towards women, with many reporting that the movie inspired them to rethink their own views on gender roles.

This research demonstrates the power of themedia, especially film, to promote gender equality and empower women. The findings provide valuable insights for content creators, media organizations, and activists seeking to challenge gender norms through media narratives. Moreover, the study emphasizes the need for continuous efforts to create diverse and empowering narratives that resonate with audiences across various platforms.

### **Discussion**

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The analysis of the movie "Aik Thi Marium" reveals its potential as a catalyst for change in traditional gender roles. The movie emphasizes the resilience, determination, and achievements of Marium Mukhtar, challenging societal expectations and inspiring

women to break free from limiting gender stereotypes. Interviews provide insights into viewers' perspectives and the extent to which the movie influenced their perceptions of women's capabilities and empowered them to pursue their own dreams unabated by societal restrictions.

### **Recommendation For Future Researchers**

Future researchers should explore the impact of different types of media on women's empowerment, as well as the role of media literacy and education in promoting gender equality. Future researchers could also investigate the effectiveness of media campaigns and interventions aimed at promoting women's rights and empowerment, as well as the ways in which media can be used to challenge harmful gender stereotypes and promote positive representations of women. Additionally, research may explore the interaction of gender with other social factors, such as, class, and sexuality, in media representations of women and their empowerment. Another area of research could be the role of social media in women's empowerment, including the ways in which it

can be used to mobilise and amplify women's voices, as well as the challenges and risks associated with online harassment and abuse. Finally, researchers could investigate the impact of media ownership and control on the representation of women in media, and the ways in which media policies and regulations can be used to promote gender equality and women's empowerment.

### **Limitation and Delimitation**

The limitations of the media's role in empowering-women include the media's influence and influence-on gender inequality and attitudes, and ownership and control of social media is often concentrated in a few powerful individuals or organisations. Also, not all women have equal access to media and technology, which may limit their ability to use the media for empowerment.

The delimitations of media's role in women's empowerment include the potential for media to challenge harmful gender norms and stereotypes, and to provide a platform for women's voices and stories to be heard. Additionally, media can be used to raise awareness of women's rights and issues, and to mobilise communities and policymakers to take action towards gender equality.

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