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WORLD ANTHROPOLOGY CONGRESS-2023

BHUBANESWAR, INDIA | 9-14 AUGUST 2023

CTD: 17GS - GENDER, SEXUALITY AND WOMEN
SUB-DOMAIN: 8. GENDER, WOMEN AND MEDIA

PANEL TITLE:

DISCOURSE DYNAMICS ON THE ROLE OF MEDIA IN GENDER JUSTICE AND GLOBAL PEACE

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ABSTRACT

Media's role in the protection of human rights and social justice is pivotal. It acts as a critical agent for ensuring global social order. Beginning of the 21st Century witnessed resurrection of a vociferous debate on the need for legal and political reforms for ensuring equity to most vulnerable groups. The narratives for peace and equity find instant space in the social media and its reach becomes phenomenal. Irrespective of several legislations and efforts in the past by various international agencies, gender justice has largely remained elusive. Now the momentum of the debate is accelerated because of easy access to social media. This powerful agency is impacting decision making abilities and choices of adolescents, children, and adults. Since media shifted from traditional legacy media to online social media, its role in breaking stereotypes is quite evident. It has the capacity to become a potent weapon in creating a culture devoid of gendered or sexualized differences. It can be used as a powerful tool to generate public awareness and help eliminate violence against women and third gender. Using technology, it can help in fostering knowledge about equal rights over economic resources and thus force Governments towards inclusive policy making. It has enabled several women to create and grow their business and become financially independent thus enhancing gender democracy. This has altogether helped to bring out more gender justice and equality in the world. The SDG-5 has this at the very core of its agenda - achieving gender equality and empowering all women and girls. While applauding positive impact of social media, we should not forget possibilities of social media's negative impacts too. There is a sizable body of research data arguing that social media may subject women to unwarranted security threats. It may impact their freedom of expression and their access to information, both physically and digitally. The dangers of the physical world have now metamorphosed into the digital world in various ways. There must be a balance between digital privacy and digital safety. This panel, with special focus on social media, is an effort to pay attention on the dual role of media as a facilitator and obstructor in gender justice and gender democracy.

Keywords: Media, social media, Gender Representation, Gender Violence, Gender Justice

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