# The Role of social networking sites to the cultural and political Empowerment of rural women: A study in Mysore District

MAHENDRA KUMAR[1], Prof. SAPNA M S[2]

[1]Research Scholar Journalism and Mass Communication University of Mysore. Mysuru
[2]Research Guide's, Department of Journalism and Mass Communication Manasaganothri, University of Mysore

*Abstract*—**Social networking sites are highly effective in serving the community and empowering it cognitively and politically because of its impact on its users and visitors through the information and ideas it provides, mostly free of it without a political, social or inappropriate agenda, Its goal was to advance the knowledge and scientific aspects of the visitors of these sites and this in itself is a positive step, calculated for those in charge of it. In his research entitled "The Role of social networking sites to the cultural and political Empowerment of rural women: A Study in Mysore District", the researcher seeks to identify the role of social networking sites in serving rural women, and how Mysore rural women use these sites, and how it helps them to communicate with others, and how useful it is for rural women to enhance their culture and empower them intellectually and politically. The researcher hopes to discuss the role of social media in the effective empowerment of rural women in an academic manner through modern and considered sources, as well as asking a number of questions through the questionnaire form to Mysore rural women and identifying the role of social networking sites in empowering them in order to reach results that serve the objectives of the conference and scientific research.**

*Index Terms*—**Social Networking Sites, Women Empowerment, Rural Women, Cultural Empowerment, Political Empowerment**

## 1. INTRODUCTION

Today, Social networking sites has changed the situation and reality of many societies after using it and introducing it to the surrounding developed peoples through the carrier medium, which helped developing countries, rural women in particular, as a result of the difficult social situation that this class suffers from, represented by some customs and tradition that are practiced in Mysore villages and countryside. Today, social networking sites have empowered Mysore rural women and formed their political and cognitive awareness, and they have become aware of their rights and practiced them effectively, as is the case of city women, and now we see them in schools, universities, and jobs after they were deprived of their rights for hundreds of years as a result of the clan character, in addition to the difficult financial situation that made them share with men agriculture and farming business. Today websites have become important in the lives of people and rural women in particular at the present time because of their widespread reach, as well as their attainment of the highest level in achieving the desired goals in the educational, political, social, economic and cultural aspects of the life of rural women in particular. The sites are turning point for many societies because of the advantages the sites possess that made them play an effective role in the lives of individuals, in addition to that, these sites have turned the world into a small village in the hands of its users.

## 2. THE METHODOLOGICAL FRAME WORK

The researcher seeks to know the role of social networking sites for rural women, and the extent of which social networking sites contribute to the promotion and development of the their culturally and politically as well as identifying their external environment, Accordingly the research problem can be formulated with the following main question the role of social networking sites to the cultural and political empowerment of rural women: a study in Mysore district.

2.1 STUDY AREA

Mysuru is situated in the southern part of Karnataka. It is an undulating table-land and has strong lineage to Indian history. It is located at latitude- 12.3, Longitude-76.6. Mysuru District is haring border with Chamarajanagar District to the south, Kodugu District to the west, Mandya District to the East. Mysuru District occupies an area of approximately 6854 square kilometres. It's in the 788 meters to 660 meters elevation range. This district belongs to southern India.

The word Mysuru is a corrupted version of "Mysooru" which is derived from the word "Mahishur" or "Mahishasurana Ooru", which means the town of mahishasura in Kannada, the local language. Mysuru has been associated with the Puranic story found in the Devi Bhagavatha. There is an inscription in Mysuru by the Hoysalas that dates back to the 11th and 12th century. The mysuru was ruled by Gangas, Chalukyas, Cholas and Hoysalas. After the Hoysals came the Vijaynagar kings and then the Mysuru Yadu dynasty came to power in 1399 A.D. They were the feudatories of the Vijayanagar Kings. This dynasty also contributes to temple building in the Mysuru Bettada chamaraja Wadiyar, the raja of mysuru rebuilt the fort of mysuru and made his headquarters and called the city " Mahishuru Nagara" Meaing the city of Mahshur many inscriptions done in the 17th century and later refer to mysuru as Mahishuru. During the reign of Krishnaraja Wadiyar III the town of Mysuru expanded and moved beyond the walls of the fort. Krishnaraja Wadiyar IV developed Mysuru into a beautiful city with excellent planning. Under his reign Mysuru became famous for its wide roads, magnificent building and elegant parks. Today Mysuru is a modern city that has managed to retain its quaint old-world charm. Today Mysuru in famous in the world for its sandalwood and rosewood artefacts, stone sculptures, incense sticks, inlay work with ivory and its exquisite silk sarees.

Karnataka has a rich tradition of folk arts and folklore. Different branches of folk art like (Pooja kunitha, Dollu kunitha Beesu kamsale and kamsale, somana kunita,) singing, drama, dance and puppet shows are popular in the rural parts of Karnataka. On different festivals and especially during Dasara these artistes visit the city of Mysuru and perform. In the olden days they performed before the King, today they perform on the streets of Mysuru or in specially designated areas during Dasara. Presentation of Folk Art by popular folk groups of the state has become an established and regular part of the Dasara celebrations.
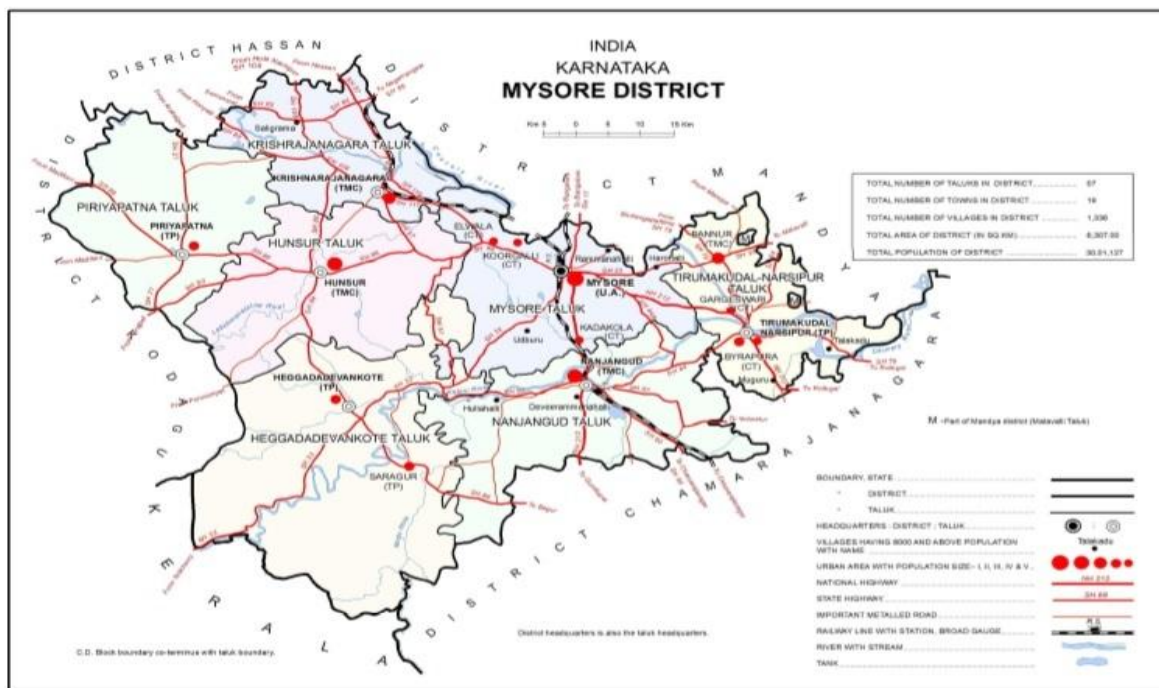


MAP OF MYSURU DISTRICT

## 2.2 IMPORTANCE OF THE RESEARCH

The importance of the research lies in the importance of the topic that it deals with (The role of social networking sites to the cultural and political empowerment of rural women: a study in Mysore district). In addition, this research is one of the pioneering modern researches in the field of digital media that deals with the issue of Mysore rural women, conveying their suffering and highlighting them by communicating voice and to alleviate their suffering and empower them culturally and politically. This research is one of the important sources for subsequent research, as it discusses the issue of social networking sites and its contribution to promoting the culture of Mysore rural women, due to the scarcity in this field, according to the researcher's knowledge.

## 2.3 OBJECTIVES

1. Identifying the favourite social networking sites of rural women.
2. Investigating the reasons for rural women's use of social networking sites.
3. To reveal the contribution of social networking sites to the cultural and political empowerment of rural women.

## 2.4. RESEARCH METHODOLOGY AND TOOLS

Collecting information and data, classifying and tabulating them, and then analysing them in order to formulate the result that the researcher seeks. The researcher relied on the survey method through the questionnaire form that was distributed to the respondents, and they survey method used by the researcher is considered one of the most prominent approaches used in media curricula to obtain data and information that target the scientific phenomenon itself as for the society, the research was represented by woman from Mysuru district who live in villages and rural areas who use social networking sites, and the researcher relied on the intentional sample to reach only women who use social networking sites in villages and rural area closely in order to obtain realistic answers that we reach the goals of the research, the sample members reached 200 respondents, the questionnaire was distributed to them among the tools used by the researcher is scientific observation in tracking social networking sites and

identifying techniques that may serve the public when using the sites and identifying the negative aspects of social networking sites in order to put questions about them in the questionnaire and obtain answers that are compatible with the nature of the use of these sites by the researched sample, as well as this was used by the researcher in order to determine the main and sub-questions in the questionnaire form which included a number of the researcher also used the questionnaire form, which included a number of closed and open questions to obtain information about the role of social networking sites in promoting the culture of rural women and empowering them, and this is demographic, scientific and personal information related to social networking sites and their role in empowering women before distributing the questionnaire to the sample, they were presented to a group of experts, in the field of media to ensure the integrity of the questionnaire and its question and the extent of their validity and it obtained their approval and considered it valid or use and achieving the objectives of the research.

## 3. RURAL WOMEN EMPOWERMENT AND SOCIAL NETWORKING SITES

The social networking site plays an important role in empowering people intellectually and politically because of its cultural, politically, social and economic content, this content is available permanently and renewed as a result of the increasing use of these sites by member of society of different scientific disciplines as well as the geographical difference of users of social networking sites. The researcher indicate that the difference in the environment of users of social networking sites has a leading role in cultural intermarriage between its visitors from different countries, and information users of publication that published by scientific pages and personal pages of experts and intellectuals in various disciplines, making the pioneers, watching scientific experiments in developed countries, and viewing publication makes the individual of great cultural value that servers him in his daily and scientific life, which makes him a strong empowered personality. Social networking sites today are among the main source in empowering Mysore rural women because of its diverse content

that is able to stand against discrimination between men and women on the one hand, and rural women who live in cities on the other hand and the sties given women a great role as we see many pages of female artist and media women have a large and distinguished presence to defend the rights of rural women and others, to stand up to violence against women and to work to take their role naturally in all areas of life including professional and political cases.

Social networking sites were characterized by the intensity of confrontation enthusiasm and their diverse style, and their continuing role in broadcasting ideas and information around the clock, these sites helped women take their role by providing them with effective methods to promote culture and information in greater depth and the ability of mutual interaction between them and the surrounding and virtual community, today social networking sites are extremely important in popular virtual community, to day social networking sites are extremely important in popular circles as a result of her depth and weight because of the great influence the on society these sits are a type of digital media that presents its content in a digital and interactive form and depends on the fusion of text image, video and audio, and can be accessed through smart phones of all kinds as well as the computer as its main mechanism in the production and presentation process. Social networking sites that help women and their cognitive empowerment.

Rural women began to take on their role after used social networking sites and entered the virtual world from its widest gates through these sites that have no restrictions, rural women can be defined as those who live in villages and rural areas and who work in those area that depend on natural resources and agriculture for their livelihood and they constitute more then quarter of the total world population and in developing countries, and rural women represent about 58% ( according to fabiyi,2016) of the agricultural labour force social networking sites also help women to get to know and open up to all cultures and customs, especially rural women who live in an atmosphere of ( closeness) and pressure as a result of customs and traditions that prevent them from exercising their freedom and rituals, as is the case with women in developed cities, therefore, social networking sites are the appropriate place to express her opinion and personality, it is also a suitable place to receive cultures and empower them cognitively and

politically, as a result of obtaining information from others through the various published content and through communication with scientific, political and academic personality etc. That have accounts on these sites in addition, the sites help the individual to enhance his culture, especially rural women, in shaping their awareness and culture in a large extent due to the diversity of published content within the corridors of these sites, and the sites help the individual by making him master of the art of speech and arranging ideas, phrases and sentence frequently and that make him able to establishing relationship with those around him. In addition to that the sites contribute to the formation of new culture for him. In fact social networking sites are controversial due to the overlapping of opinions and trends in its study, reflecting this concept, and the technical development that occurred in the use of technology, and it called everything that can be used by individuals and groups on the giant web as a result of the abundance of information in it and the diversity of content.

The content on social networking sites is usually characterized by a personal nature and is transmitted between two parties one of whom is a sender and the other a receiver through this social medium, with the freedom of the message to the sender and the freedom to respond by the receiver and this is what distinguishes it in that its user obtains the freedom to receive the information he needs. These sites are among the new ways for rural women to obtain information, immunize them and empower them cognitively and politically the sites allow rural women to access diverse groups in which there are individuals of different races and manner through interactions and dialogues.

Social networking sites have played a role in empowering rural women because of the advantages and characteristics that distinguish them from other means, these characteristics are it allows people to share and comment on the content they follow, and it also helped openness and universality to facilitate the communication of individual with others, overcoming all barriers and exchanging information and opinions. Allowing for conversation, participation and interaction with the event news and provided information. It allows sending messages between users with direct or indirect relationships and allow local communities to connect with international communities on common concerns or interests. Also
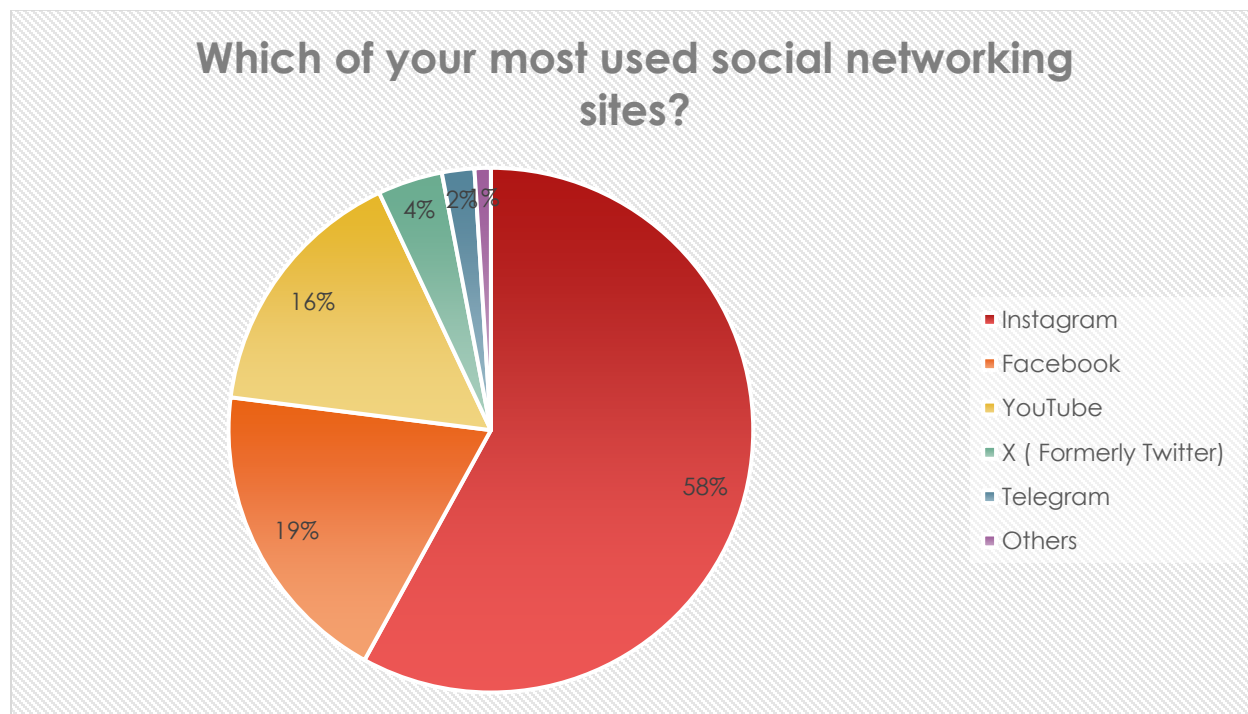
creation of groups of interest under a name and with specific goals in what is like a discussion forum on a very large scale and social networking that is interconnected with each other through the connection and links that it provides.

In addition, social networking sites are not without negative and defects for their users, especially those who are addicted to them, as it is attractive and leads to addiction, which leads to isolation from society to launch into the virtual society and the language used in social networks is understandable only to network users, in addition to the emergence of slogans and the so-called trend, most of whose content contradicts societal values. And also absence of oversight and some user's lack of responsibility, spreading false news and inaccurate reporting of events and finely lack

of privacy that leads to psychological damage and defamation of personalities.

4.    DATA INTERPRETATION AND ANALYSIS

This topic includes analysing the result of the questionnaire distributed to the sample chosen by the researcher, which is represented by women from village and rural areas in Mysuru District who use social networking sites closely, the researcher distributed the questionnaire to 200 women, after fulfilling all scientific conditions, the questionnaire which was distributed the use of social networking sites and its role in the culture and political empowerment of rural women. The result showed in the following

4.1 Favourite social networking sites of rural women

| Questions | Category | Respondents | Percentage |
|---|---|---|---|
| Which of your most used social networking sites? | Instagram | 116 | 58% |
| | Facebook | 38 | 19% |
| | YouTube | 32 | 16% |
| | X ( Formerly Twitter) | 8 | 4% |
| | Telegram | 4 | 2% |
| | Others | 2 | 1% |
| | Total | 200 | 100% |

Source: Primary Data

The result of the above table show that the most used sites by the researched sample were for the Instagram category with (116) Respondents, with a percentage of (58%) for Facebook with (38) Respondents, with a rate of (19%) and YouTube with (32) Respondents, with a rate of (16%). For X (Formerly Twitter) (8) Respondents, with a rate of (4%), for Telegram (4) Respondents with rate of (2%) and for other sites with (2) Respondents, with a rate of (1%). It is clear from this that women use Instagram more than other social Networking sites as a result of its content, which abounds in pictures, short clips, reels and offers of cosmetics and accessories and this is what women prefer whether in the countryside.

4.2   The reasons for rural women's use of social networking sites.

| Questions | Category | Respondents | Percentage |
|---|---|---|---|
| What are the reason for your use of social networking sites? You can choose more than one alternative | To communicate with friend | 56 | 28% |
| | For leisure and Entertainment | 43 | 21.5% |
| | To get to know  new people | 12 | 6% |
| | To get the news | 30 | 15% |
| | To enhance my culturally and political empowering me | 28 | 14% |
| | To view the latest cosmetic and accessories | 31 | 15.5% |
| | Total | 200 | 100% |

Source: Primary Data



The reasons for rural women's use of social networking sites
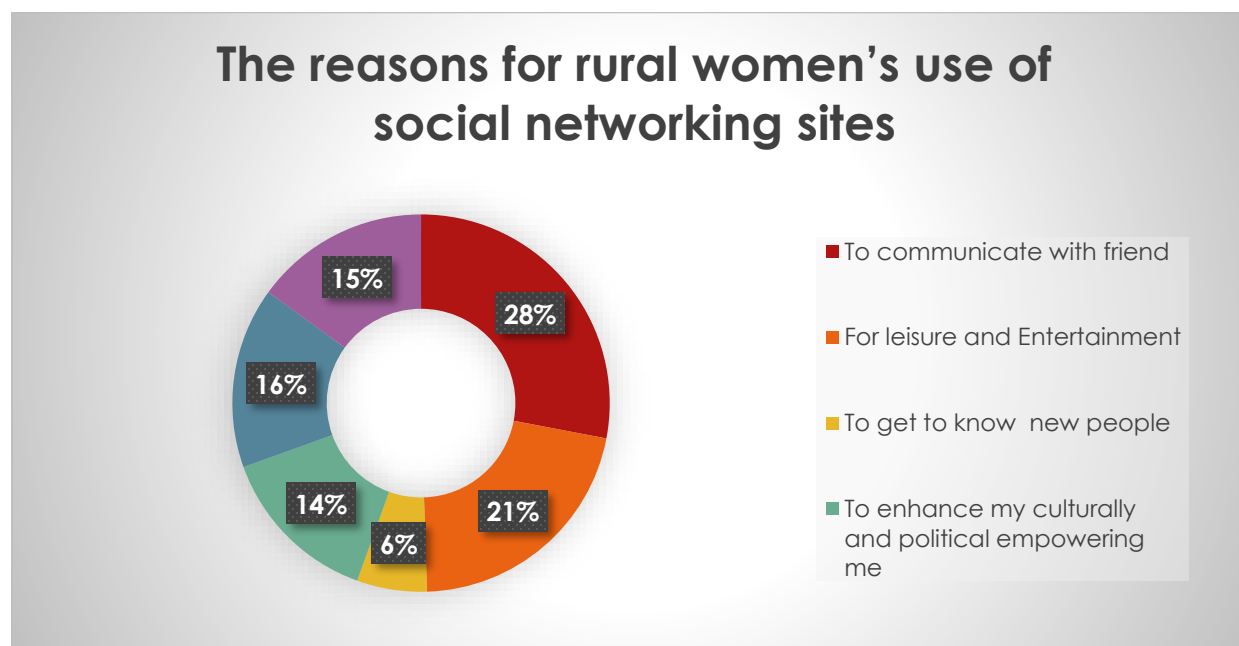
 The results of the above table indicate that the reasons for the researched sample's use of social networking sites are for the category of communication with friends with a rate of (56) respondents, with rate of (28%), and for the category of leisure and entertainment with a (43) respondents, with a rate of (21%) and for the category of getting to know new people with a rate of (12) respondents, with (6%) and for the category of obtaining news by (30) respondents, with (15%) and for the category to promote the culture of the sample and its political empowering by (28) respondents with (14%) and for

the category of viewing the latest cosmetics and accessories by (31) respondents with (15.5%) and we infer from that the use of social networking sites by the

researched sample is multi-use the most important of which is to communicate with friends.

4.3  **T**he role social networking sites to the cultural and political empowerment of rural women.

| Questions | Category | Respondents | Percentage |
|---|---|---|---|
| Do you think there is a role for social networking sites in promoting the culture of rural women and Empowering them? | Yes | 150 | 75% |
| | No | 4 | 2% |
| | Sometime | 46 | 23% |
| | Total | 200 | 100% |
| Questions | Category | Respondents | Percentage |
| Does social networking sites have a role in empowering rural women cognitively and Politically? | Yes | 136 | 68% |
| | No | 8 | 4% |
| | Sometime | 56 | 28% |
| | Total | 200 | 100% |

Source: Primary Data
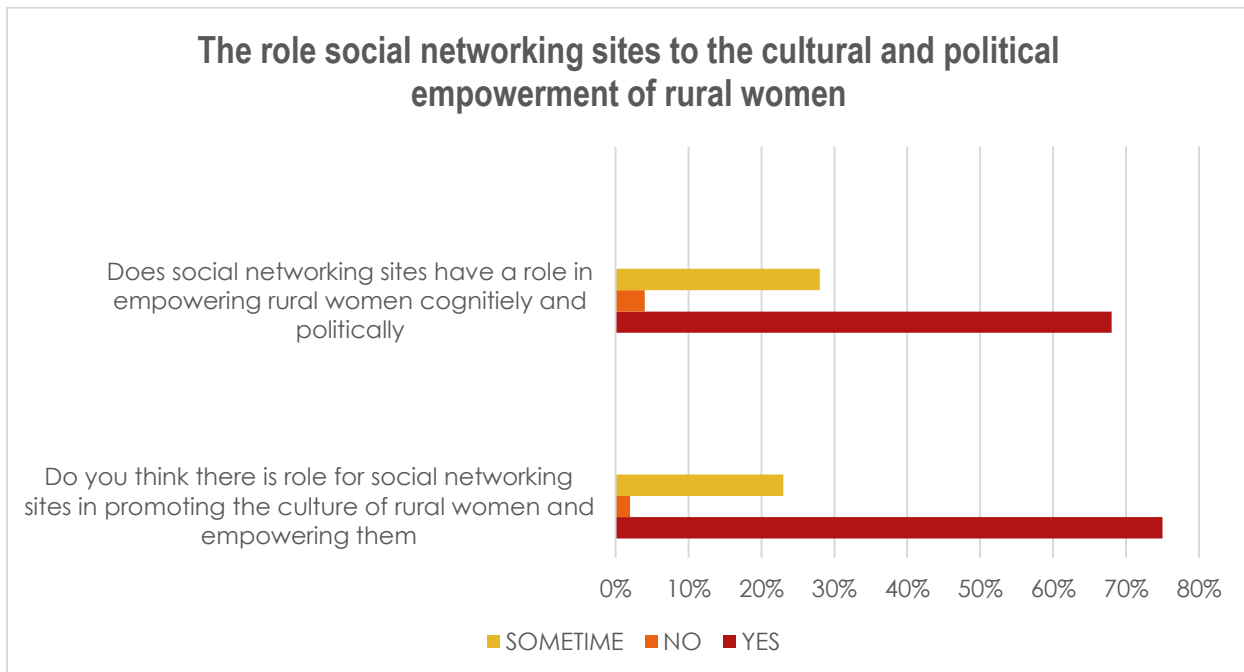


The result of the above table indicate that the researched sample believes that there is a role for social networking sites in promoting the culture of rural women and empowering them for the category of yes by (150) respondents (75%) for the category of no by (4) respondents by (2%) and for the sometimes category by (46) respondents and by (23%). We infer from the results of social networking sites have a role in promoting the cultural of rural women and empowering them, this result is a good indication of the importance of the research topic, and the extent to which it was chosen accurately, and these sites were defined by the researchers as a group of pages that allow subscribers to participate in it by creating special pages via email and phone number and the researcher agrees with this definition, what he sees is identical to the use way of social networking sites.

Empowering rural women cognitively and politically, according to the opinion of the sample by (136) frequency, by (68%) and those who do not see social networking sites as a role, according to the sample by (8) respondents, by (4%) and for the category sometimes by (56) respondents at a rate of (28%) and we discern from that social networking sites are of great importance is shaping knowledge and empowering women politically and empowering women cognitively and politically means a set of information and ideas that women obtain trough their environment, whether through education and the family or through her external environment, and the culture of women is an awareness through which she forms multiple cognitive directions It is the process by which women become able to acquire experiences various fields in order to be able to manage their affairs in life.

## 5. CONCLUSION

The study tries to find out about rural women's empowerment through social networking sites. Social networking sites amplify women's voices and provide a platform to express their views. Mainly it has been used to gather information and knowledge. It is one of the powerful tools to draw the attention of policymakers. The essence of this study it that social networking sites has enhanced civic participation among rural women. However, its role in eradicating gender stereotypes is not promising.

Rural women who are being deprived of cultural and politically are becoming empowered due to social networking sites. They can reach various helpline through the initiative of alternative media groups and member and connect with people. There is no doubt that the development fact of rural women has always been the prime focus of planning since independence and a clear vision is needed to remove the obstacle on the path of women's emancipation from government and women themselves. The various challenges posed by the new era have forced us to provide concrete and developmental aspects alternatives in lieu of empowerment of rural women the possible available media. We need more action-oriented programs and policies which inculcate the understanding of the various techniques and prospects of media keeping into consideration women's empowerment a must need of society also various studies of popular media throw light on empowering and debilitating influence of media. The generation of alternate media for women's empowerment and protest against the derogatory and indecent portrayal of women in media must go on simultaneously.

## REFERENCE

[1] A Prema (2011) "Women status in India". Indian steam research journal. Vol-I, Issue-Xiii.

[2] Agarwal.S(2003) 'Technology model for Women's Empowerment: Reaching the unreached', in Kurukhestra – A Journal of rural development, Vol.51 (7),pp 18-21

[3] Muneer Sultana, Impact on women empowerment through SHGS: A case study of vikarabad mandal of Ranga Reddy District, Andhra Pradesh SEDME journal Vol.32 No.3 September 2005, p28

[4] Muzumdar, Maya Social Status of Women in India, Delhi, Publishers and Distributors, Delhi,2004

[5] Martin C (2009) Social networking usage and grade among college students, UNH Media, Relation. UNH White more school business and economics.

[6] Ambaro, Uplaonkar, "Empowerment of Women" Mainsteam, XLIII No12 March 12,2005, p.25

[7] Asha Sharma (2008) "Women 's Empowerment in Rural India by MNGREGA"

[8] Batliwala S (1994) "The meaning of women empowerment: New concepts from action". In G Sen. A Germain & L. Chen (End)

[9] Choudhary.M A (1996) "Empowering strategies for Rural women in India" Kurushetra 44(3) 18-22 1996

[10] Farzan Bari (2005) women's political participation: Issues and Challenges"

[11] Dasarathi Bhuyan (2006) Empowerment of Indian women A challenges of $21^{st}$ century Orissa Review. Pp-60-63