ROLE OF MEDIA IN WOMEN'S POLITICAL PARTICIPATION
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Abstract: Women are interested in the politics of country. They have knowledge about the political parties and the political system of the country. In Pakistani society, women’s political empowerment is obstructed by three distinct interconnected categories; socio-economic, societal structure and religious argumentation. Each of these also prevents women from developing political skills and experiences. However in Pakistan, these barriers are put away from the female political participation. The female political participation promoted the cohesion in the politics. All these promotion was carried in the Country regarding politics by the media. Media always motivated the female to the political participation. The cultural norms of Pakistani society promote the segregation and seclusion of women, often justified through the use of religion. For this aim the research was conducted in the G5 Sector Islamabad. The sample size was 140 female respondents however the simple random sampling was used as a sampling technique. The result was drawn that abundance of women motivated by the media to caste the vote.

Key Words: Media, Political participation, Women and empowerment

INTRODUCTION
Women constitute almost half of the world population but are discriminated in various spheres of life and are more subjected to problems in many aspects because of gendered social structure (Naz 2011, Khan 2011, Daraz 2012). The fact is evident that women are among the vulnerable segment in society (Bari 2005). However, women’s political empowerment is not a goal in itself but it is instrumental in stimulating the society for political and social empowerment which would further stimulate the overall development of society (Mahmood 2004:151). Women’s political empowerment means the autonomy of women to cast vote according to their consent, contest election, political participation, political expression and political demonstration, power politics, authority, decision-making and implementation regarding their actions, needs and priorities (Ibrahim 2011). Nature as well as the intensity of women’s political participation and empowerment varies from country to country and region to region, the main reason is the variation in the socio-cultural and economic setup (Naz et al 2011:45). In this regard, women are suffering from numerous vulnerabilities throughout the globe that predominantly includes gendered setup and discrimination, while the third world is on the verge of more catastrophes in this context (Naz 2011; Khan, 2011; Daraz, 2012; Ibrahim, 2011). The position of women is secondary and they do not have their say in the economic and political affairs (Naz 2011 and Khan 2011). The employment and political activities are totally referred to sex and gender where men are assigned the superior positions to that of women. Women are not interested or do not take interest
in the country’s politics and to make any contribution to it. They have no knowledge about the political parties and the political system of the country (UNDP 2005). In Pakistani society, women’s political empowerment is obstructed by three distinct interconnected categories; socio-economic, societal structure and religious argumentation (Shaheed et.al 2009:26). Each of these also prevents women from developing political skills and experiences. At the most physical level, the heavy burden of children bearing/rearing, hampers women’s entry to the political arena. Their lack of financial resources negatively effect on decision making powers within both family and community (Aderinwale 1997). The cultural norms of Pakistani society promote the segregation and seclusion of women, often justified through the use of religion. As like, the Council of Islamic Ideology (a constitutionally created body) has been responsible for some of the most retrogressive opinion regarding women’s legal and social status create immense problems in general and political participation in particular. For example, religiously formulated positions that argue for gender segregation and female veil (purdha) limits women’s access to resources in general; restrict from the simple act of casting vote and their candidature (Shaheed et al 2009:26-29). The above mentioned discussion palpably indicates that disparity in the field of politics and political empowerment of women is deeply prevalent throughout the globe. In addition, the problem has worsened consequences in the rural areas where the code of life is mostly traditionally driven. Such traditions assign more power to male segment of the society who are savoring more privileges in the field of politics and powers (Akutu 1997). The fact is that women are not the part of legislature done on account of their rights. In addition, male dominance, lack of economic emancipation, and religious misconception are the factors, which obstruct their political empowerment (Ali et.al 2010).

MATERIALS AND METHODS

Present study was conducted in G5 sector of Islamabad. The data was collected from a sample of 140 respondents, through random sampling. Blends of qualitative and quantitative tools were used regarding the role of faction formation and political behavior was gathered through structured interviews and participant-as-observer, while the data was analyzed through SPSS.

RESULTS

Table 1: Are you affiliated with any political party? If yes please specify.

<table>
<thead>
<tr>
<th>Categories</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>PTI</td>
<td>66</td>
<td>46.5</td>
</tr>
<tr>
<td>PML-N</td>
<td>68</td>
<td>47.9</td>
</tr>
<tr>
<td>PPP</td>
<td>2</td>
<td>1.4</td>
</tr>
<tr>
<td>NO</td>
<td>4</td>
<td>2.8</td>
</tr>
<tr>
<td>Total</td>
<td>140</td>
<td>98.6</td>
</tr>
</tbody>
</table>

Table 1 demonstrated that the researcher interviewed 66 respondents having percentage 47 from the PTI respondents until 68 respondents were interviewed from PMLN. The interesting thing is that the strength of PPP was lowest or fewer than above mentioned parties. The table concluded that the well wisher of PPP and PMLN have possessing place in the region of Islamabad.

Table 2: Are you aware of political system and political parties in Pakistan?

<table>
<thead>
<tr>
<th>Categories</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>76</td>
<td>54.3</td>
</tr>
<tr>
<td>NO</td>
<td>42</td>
<td>30.0</td>
</tr>
<tr>
<td>DONT KNOW</td>
<td>18</td>
<td>12.9</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>2.9</td>
</tr>
<tr>
<td>Total</td>
<td>140</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The table 2 conveyed the message that 76 respondent with percentage of 55 said that they have knowledge of political parties and political system of Pakistan until 42 respondent told that
they do not have any access of political parties or political systems existed throughout the country. However, four respondents argued that they have no touch about the knowledge of political systems or political parties in Islamabad as well as Pakistan.

**Table. 3: what is the reason of lack of interest in politics**

<table>
<thead>
<tr>
<th>Categories</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illiteracy</td>
<td>42</td>
<td>30.0</td>
</tr>
<tr>
<td>Lack of political awareness</td>
<td>64</td>
<td>45.7</td>
</tr>
<tr>
<td>Patriarchal society</td>
<td>20</td>
<td>14.3</td>
</tr>
<tr>
<td>OTHER</td>
<td>14</td>
<td>10.0</td>
</tr>
<tr>
<td>Total</td>
<td>140</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The table 3 respondents having the percentage of 30 said that illiteracy is the main reason for less interest of the women in the politics. 64 respondents with the percentage 46 said that the lack of political awareness is the main reason of the less interest. 20 respondent with 15 percent said that the patriarchal society is the integral reason to hurdle less interest.

**CONCLUSION**

Woman is the important part of the society. Without woman the life of a man cannot exist, however in the city of the Islamabad abundance of the women caste the vote for the nation building for their own choice. According to the current finding that some women are permitted to caste the vote for her own choice of the leader. However some families are here cannot cast the vote for their choice. In these families, the patriarchal families are involved. In short the media is also playing a vital role in the awareness of the people about the current political conditions. But a few channels are also biased and just working for the selective leaders.

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