

Proceedings of



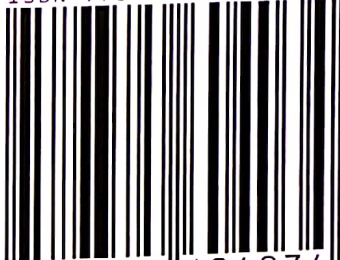
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ROLE OF MEDIA IN WOMEN HEALTH-A REVIEW

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INTRODUCTION

India is a developing country with majority of population residing in rural areas. According to 2011 census, the population of India is 1210.19 million comprising of 48.5% females and 51.5% males. Females have a share of 48.1% in the urban population and of 48.6% in rural population. The literacy rate in India is 74.04%. This means that over 26% of people are still illiterate after 67 years of independence (Kirtichoukikaret *al.*, 2012). Millions of Indian women simply lack the freedom to go out of the house in search of health services they need. According to National Health survey-2, only 52% women in India are not even consulted on decision about their own health. The antenatal and postnatal care is beyond the reach of many Indian women. According to that survey every year 1, 00,000 to 1, 20,000 women die due to pregnancy related cases. The majority of women go through life in state of nutritional stress. They are anaemic and malnourished. Girls and women face discrimination within the family; eating last and least. (Ray, 2008).

A woman has to play a vital role in life and society. Infact, she plays many role in a single life time. She is the creator and protector of a family. She gives birth to a generation, develops it and thus forms the society. Infact society is a product of women. (Sivabalan and Norman, 2012). Indian women, especially those in rural areas, need to be empowered to receive greater education and training. If this is utilized properly a woman will earn more money. So they spend the money towards education and health of their children. (Saha and Saha, 2010).

Nutrition is a determinant of health. A well balanced diet increases the body's resistance to infection, thus warding off a host of infections as well as helping the body to fight against existing infections. (Kamalapur and Reddy, 2013). The term media is widely used as a short hand for "Mass Media". The word media is the plural form of medium. Conceptually, the media are those technological agencies which are engaged in the creation, selection, processing and distribution of messages among the people. Mass media in India, like every modern and advanced country, comprises of the Print media and Electronic media which are composed of