Media and Society

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**Have More Women Become Involved as Decision Makers in Media Industries**

 Women occupy around one-third of all positions that are counted in public service broadcasting organizations. It is important to note that around one-quarter of positions in the private sector are more likely to appoint women into senior roles (59%) than private organizations (41%). The distribution of roles highlights the fact that there is a seemingly satisfactory ratio of women enrollments in the context of roles and duties. Switching on a film, watching a TV program or watching TED, everywhere women are seen inferring their life and decision, but the reality is much diverting. Have ever observed a female news channel owner, advanced publication authoritative? It is self-analytical that if 59% enrollment is made in senior roles than there should be a parallel vision of the genders on media platforms. Taking into account 41% of enrollment in a private organization, it is assumed that there should be a frequent depiction of the enrolled baseline in terms of actions such as, “publications”, and “decision making”. (O’Brien, et, al. 2018). Women are continuously under-presented in the framework of decision making structures of major media organizations at both strategic and operational levels. The analysis of strategic and operational levels infers that it is a landscape where two genders are colliding in search of subject rights and values. Despite several recruitment and appointments, there is a significant under-identification of females section in media organizations and women are not involved in decision making in media industries, they are confined to “stance of attracting more” (Ibrahim, et, al. 2018). There are certain factors that contribute to this aspect, such as, working environment, execution of policies and decision-making boards.

Despite major revolutions in the fields of information and approach towards the analysis of the equal distribution of job opportunities for culturally diverse people, it is important to note that there is a great ratio of suppression in females within their media boards because of "uncomfortable working environment." (O’Brien, et, al. 2018). A comparative analysis reveals that there is a greater ratio of women who are conscious of the working environment, and women are found to be a victim of environmental targets. According to the information gathered in an article, women are suffering from the cultural complex, and it has a great impact on the working of women in an organization. (Ibrahim, et, al. 2018). Working on a media platform, it has been highlighted that there is a greater approach towards the analysis of fears that anchors and other recruits face. According to the report published by UNESCO it is brought into insight that media is a platform of innovation and awareness, but the dilemma exists where there is a lack of accountability in the baseline of information. Several media booths are a victim to the deviations that can hamper the actual crux of women participation. An analysis depicts that men observe a ratio of 70% decision dominancy in media organizations.

There is an under-representation of women within media, and it is often quoted with an apparent reality of "policies." Although several policies are meant for facilitating the women representation, there is no hard and fast implication of such policies. The professional bodies such as International Federation of Women Journalist as well as NGO's such as European Women Lobby and the Council of Europe have taken steps to improve carrier opportunities for women, but there is a continued lag in the active participation because of dominant head authorities and lack of analysis of accurate figures. (Ibrahim, et, al. 2018). By 2018, the publicly funded organizations are also brought into the limelight, adhering to the fact that there is a lack of implication in a broader framework. The execution of policies is not monitored. Moreover, there is a lack of workforce analysis that can incorporate the lacking points of an organization. (Powell, et, al. 2018). Although the policy of equity is published everywhere, still there is a great gap in adherence and performance. There is a comparative lack of resources and information websites that can fulfill the goals. As per the report published by UNESCO, there is an account of information that can act as a guide to infer that even the individuals involved in public service platforms have failed to address the issues because there is a strong dominance in the information provided and the overall doings. Several cases of anchors and publishers have been dealt with great attention, but still, there is a dire need to opt for options that can inculcate accountability and reflection. The proper execution of policies is only possible where adequate platforms of reflections and check and balance will be granted. (Ibrahim, et, al. 2018).

 Taking into account the impact of “decision-making bodies in media organization," it has been affirmed that the proportion of men and women in the context of decision making varies. The positions like Chief Executive Officer, Chief Operating Officer, and Senior level Operation Management are accompanied by an uneven distribution of male and female section. (Powell, et, al. 2018). The Board of Governors and the Board of Trustees in media and publications have a far greater ratio of the "male section" as compared to the position of the female population, and it is evident that the tug of decision making is always overcome and won by the dominant section. The operation ethos is lacking the potential that can address the requirements of a just board of organizers and decision makers. Moreover, the issues of "sexual harassment," “lack of equal opportunities" and "management training” are continuously falling in the spectrum of management. (O’Brien, et, al. 2018). If an analysis of publications and overall analysis of the media works is analyzed, it can be found that there is a great conflict of will and then the execution of will. Major publications regarding decision making and analysis of the facts and figures regarding decision-making boards have highlighted that there is a significant gap in decision making. Media organizations are said to be a significant pace for the analysis of decision making, inferring that there many of the judgments are made under pressure and for the mere chase of "personal interest."

In a nutshell, there are several aspects that reflect the issues of underrepresentation of women in a media organization; women are not involved greatly as decision makers in media industries. However, the above mentioned are some major aspects that should be dealt with first-hand priority because they are having a direct impact on the working and performance of women. Despite certain initiatives, the applicability of policies has not fulfilled the gap that exists for centuries. Another dilemma to add fuel to the fire is lack of identification of the baseline issues that are spreading the stance of issue, adhering to so-called compliments of “lack of competence and inability” to address the issues by women. (Powell, et, al. 2018). Decision making in Media refers to the population and the entities involved in imparting their roles; it is important to note that there is a reduced and lack of decision making of women. One can hardly see the involvement of women in the context of decision making. An exegetical analysis of “public and private” structures highlight that there is a reduced involvement of females in media industries because of either lack of resources or due to insufficient rights. Side by side, a major section is seen moving away because of the lack of comfort that can allow women to give their 100%. All the facts reveal that women have much less decision making authority in media industries. (Ibrahim, et, al. 2018).

References

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