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## Impact of Globalization on Women Empowerment

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### ABSTRACT

Globalization refers to the multiplicity of linkages and interconnections between the state and societies which make up the modern world system'. Globalization continues to be one of the most hotly debated and contested phenomena of the past two decades.

**Keywords-----** Globalization, Empowerment, Internet technologies

### I. INTRODUCTION

Globalization continues to be one of the most hotly debated and contested phenomena of the past two decades. A wide and diverse range of social theorists have argued that today's world is organized by accelerating globalization, which is strengthening the dominance of a world capitalist economic system, supplanting the primacy of the nation – state by transnational corporations and organizations, and eroding local cultures and traditions through a global culture[1]. It is the closer integration of the countries and peoples of the world which has been brought about by the enormous reduction of costs of transportation and communication, and the breaking down of artificial barriers of the flows of goods, services, capital knowledge, and (to a lesser extent) people across borders[2]. Globalization refers to the multiplicity of linkages and interconnections between the state and societies which make up the modern world system'. It describes the process by which events, decisions and activities in one part of the world can come to have significant consequences for individuals and communities in quite distant part of the globe[3].

During the post-Cold war era globalization emerged as the major player with the professed objective of bringing different peoples, various classes as well as cultures from all over the world, together. The spirit of togetherness as well as the process of Globalization in the sense of integration of a country into world society will affect different groups of societies in different ways, creates new standards for the treatment of different groups.

The changes in the global political economy since 1980, have had a dramatic effect on the lives of women. They have entered into the arena of global production and consumption processes[4]. This paper is concerned about the impact of Globalization on women empowerment. In this context impact of globalization has been described in respect of the following subtitles: a) globalization and women empowerment. b) Globalization and commodification of women. c) Women and media in globalization d) Internet and women

### II. GLOBALIZATION AND WOMEN EMPOWERMENT

The current wave of globalization has greatly improved the lives of women worldwide. Those days are gone when men echoed the words of the great poet Lord Tennyson, *'Man for the field and woman for the hearth. Man for the sword and for the needle she; man with the head and woman with the heart; man to command and woman to obey....'* [5]. Those days are gone when a woman was subjected to her father in her infancy, to her husband in youth and in her old age to her son. She is now free from such subjugations. She is now performing multiple roles: parental role, conjugal role, domestic role, kin role, community role, individual role and occupational role in society. It is because of their brain -power that women can take such a multiple role-task. Women should not undermine themselves because all the role-performances express their sense of empowerment and pride. Some say it is the men who are behind such institutional actions. Approval of such an imaginary social construct disempowers women. But today's women are more conscious of their social and economic activism. They are conscious of their undefined work of their freedom.

Practically in the era of globalization women's empowerment may be interpreted in the context of power relations. The power relations may be social economic, political, cultural and familial. Shifting of physical power to institutional power is now being considered as the prime

agenda of gender empowerment. And behind such a power play, with women hidden in the politics of globalization, women have been drawn into paid labor under corporate capitalism which Marx and Engel expected as gender empowerment. But this is not enough to measure the degree of empowerment. Women are now equipped with modern technologies, they are taking advanced academic courses; getting access to the wider world—using computer and Internet on a very large scale; participating in public performances and television; appearing nude on film, theatre, soap operas and advertisements; going in for abortions; getting involved in pre-marital and extra-marital sexual relations; becoming careerists without emotional stimulation; taking part in active politics; becoming nude protesters, and so on. The issue of gender inequality varies from space to space, economy to economy, class to class, individual to individual and family to family. It cannot be a universal phenomenon. It is problem-specific and depends on the mind set and temperament of individual.

### III. GLOBALIZATION AND COMMODITIFICATION OF WOMEN

Globalization makes women 'sexy' and uses them as the sex-commodities. The sexed-body of women is now on the Internet and on television screens and uses them as an enchanting bonanza of global tourist economy. A newly married girl said, 'He watches porn every night and then wants me to try those facts. I find it absolutely abhorrent.' So globalization accelerates the rate of breakdown of the traditional marriage system. Only sex dominates the sanctified marriage system. And now bad sex is everywhere. Bad sex or sexual freedom should not be the only symbol of women empowerment. It is reported that 30 per cent women turn to porn films and playboy, sexy lingerie, sex toys and lubricants to spice up their sex lives.

Under the shadow of globalization women empowerment is measured as sex-consumerism which has clouded the global sky. Different adult Internet sites, increasing sex crime, expansion and growth of sex-tour trade across the globe, the uncontrolled global sex trafficking, selling of distressed women in the Third world, free sex trade, and so on, identify the female body as a global sex commodity. Is this the image of women's empowerment? Bradshaw et al. notes, *'Western marketing around the world not only communicates information about products but conveys implicit messages about the kinds of people who consume the products, messages about their modernity and their desirability'*[6]. Global players, by the process of marketing, exploit sexuality of women in packaging goods to ensure greater saleability. Global consumer culture, we can claim, promotes the 'sexualization of consumption' and the 'consumption of sexuality'. Here 'physical power' converts into 'sex-commodity'. And selling of the sexed-body disempowers women in the real sense. The women who enter into such a hell are subjected to the paralysis of hopelessness and

helplessness. This is the hidden coma of women's empowerment. The ultimate result is death either by AIDS or by the diseases caused by the excessive and 'wrong' use of genital organs. The expansion and growth of global tourist centres, fast food centres, private rooms which are the creations of the capitalists use distressed women as the capital of their trade growth. Women as the 'subjects of desire' become the subjects of consumer culture. Now women begin to suffer from identity crisis. In the era of globalization they have, in the true spirit of humane sense, become de-signified; and in the sense of sex subjects became highly significant.

### IV. WOMEN AND MEDIA IN GLOBALIZATION

Women are portrayed negatively by the media even when it takes up the cause of women. To give one example, the media, from time to time, tries to expose what is described as the flesh trade. However, there is little attempt on the part of the media to thoroughly expose the men involved in the trade.

Women are glorified by the media only in advertisements. The female figure often scantily clad, is used to advertise all kinds of products ranging from tooth paste to automobiles. The wide use of the female figure in advertisements has only further degraded the image of women. Unfortunately, the people in the media, mostly men, have not given any thought to bringing in some semblance decency in the advertisements.

The portrayal of women in advertisements reinforces and creates impression of women being mere sex symbol. Advertisements use beautiful women to sell the products to both male and female consumers by virtue of two dimension roles as house wife, mother and daughter and her function as a decorative sexual object. Women's entire being is reduced to physical appearances only. Advertisers exploit women's sex appeal by vulgar exposure of her body. There are many advertisements which show half dressed young seductive looking women in suggestive and revealing poses advertising for motorbikes, car radios, beer, cigarettes, machinery and all such products which have no relation whatsoever to her figure as shown in the advertisement. Both in their content and presentation such advertisements are aimed at attracting male consumers. Such a distorted portrayal of women is not only humiliating and dehumanizing but it also reinforces male sexist attitude towards woman as playthings. Despite the media's aim of raising the general awareness in regards to the status and problems of women, these advertisements reinforce stereotypes and there project contradictory images of women. An advertisement depicts that there is some special joy derived by women from washing clothes with a particular brand of detergent. Women are seen lovingly feeding their families with food cooked in a particular oil medium. To treat household consumers as only feminine is yet another attempt to reinforce a stereotype image of women. Use of a particular soap is

shown as essential to get married and win the husband's heart. This again projects male superiority over the female.

## V. INTERNET AND WOMEN

The mission of rhetoric globalization was to promote gender equality and the empowerment of women as effective ways to combat poverty, hunger and disease, to stimulate development that is truly sustainable, and also to combat all forms of violence and assault against women. But the recent trend shows a rather sordid picture of gender exploitation and a nexus between the increase in workplace-based sexual harassment claims and the proliferation of work-based email and Internet use[7]. We can look at how email and Internet technologies are implicated in sexual harassment and consider some of the reasons why these technologies have provoked harassment claims. This is of course the negative and other side of globalization, which is very dangerous for the identity of womanhood or motherhood in the future.

## VI. CONCLUSION

In short globalization process is to promote gender equality and the empowerments of women as efficient ways to combat poverty, hunger and disease and to stimulate development and who to combat all for us of violence and assault against women the current women of globalization has greatly improved the lives of women worldwide, particularly in the developing world. News the less, women remain disadvantaged in many spare of life. For example the center for global deployment tomatoes the 43 million primary-age girls are not enrolled in school. In only 18 countries in the word do women held even 1/3 of seats in the legislature. Five hundred thousand women die in pregnancy or child birth each year the number of women and girls infected with HIV has increased in every corner of the globe[8]. The spread of such a disease is mainly due to the powerlessness of women in controlling or negotiating power in their sexual relationship. They have pitiable entree to information and educating. This is the aggravated by deadening poverty among women sexual assault, Violence, sex selling, prostitution, sex trafficking

and overuse of genital organs of porn stars also expose women to HIV infection.

Women have lower access to health services because lower priority is given to their health and they lack decision-making power within the family. Also Women usually have poor mobility, which inhibits access to information and services. Also, the recent trends shows a sordid picture of gender exploitation and a nexus between the increase in work-palace based sexual harassment claims and the proliferation of work based email and internet use is quite visible now.

The UN's millennium development goals put stress on the issue of gender equality and especially on empowerment of women; UN will monitor the indication of gender equality such as levels of female enrolment at school, participation in the workplace and representation in decision-making positions.

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