

Impact Of Media On The Dissemination Of Me Too Movement

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ABSTRACT

With the advent of digital media we are more accessible to world happenings and startling occurrences. We live in the age of less objectivity and more fabrication. Media and social media are seemingly incomprehensible. They paved a way to such a movement that shook the entire globe since its inception. ME Too fathomed immense publicity and wobbled the world with its revelations and disclosures about the influential personalities of the world. Me Too as a moment was need of the hour given the kind of struggle women go through every day, it was meant to be out one day. Media being the driven force added to the authority of the movement and augmented its reach. The study will enlighten us about the importance of such a movement and how media amplified its reach.

Keywords: *Me Too, media, sexual harassment, women, men, misconduct, workplace environment.*

1. INTRODUCTION

Media is known to be the fourth pillar of democracy, though it arrived late but it changed the world order. It keeps us aware about societal, economical and political activities. It keeps us updated with inundated information about everything. Media, be it electronic, print or social media, it not only informs but educates us as well. In the fall of 2017 a hashtag took the world over storm and reached every nook and corner of the world. This hashtag known to be #Me Too ruled Social Media when the Hollywood director Harvey Weinstein was accused of sexual abuse. Following the case, the American actress Alyssa Milano encouraged women to report and post if they have been sexually assaulted by using the #Me Too which was originally used in 2006 by an American social activist Tarana Burke. The #Me Too paved a way to millions of people who used this hashtag to post their wreckage due to sexual abuse. It spread across the boundaries and women came out and voiced their ordeals they have been through or going through. Some renowned names were topping the list which included Hollywood and Bollywood celebs, Journalists, big names of corporate etc. It took just a tweet and a hashtag to reveal the ordeals men and women have suffered and disclosed the dark side of glamour, entertainment, sports, corporate and journalism industries.

Big names bigger revelations

#MeToo unveiled that side of the story which was underlying and out of sight. It revealed the harassments and ordeals women go through everywhere especially the ugly truth of workplace harassment. This movement must be credited to expose those people who for the sake of mere an earning exploit women and their self respect. There were big names involved in this scam which not only shook the entire globe but gave a glimpse into how ugly the people can get to exploit women or men. #MeToo was not only a woman's movement it also gave voice to those men who were clamoring to be heard. And media helped to unveil those

involved and took a responsibility to make the untold and unheard stories to a larger audience.

*Some noted names across the globe that popped up from the #MeToo controversy;
Harvey Weinstein*

The man who yielded to the uprising of women movement #metoo with his nasty behaviour and multiple complaints of sexual abuse from different women led him to be one of the predators of this cycle. He was arrested and charged with rape and more than 80 women complained against him. He is an American producer and co-founder of the entertainment company 'Miramax' and a convicted sex offender. Following the accusations he was dismissed from his own company and also was expelled from the Academy of Motion picture arts and sciences. He is sentenced to 23 years of imprisonment and his allegations paved a way to reinstate movement called #metoo.

Roy Moore

An American Politician and former chief justice of the Supreme court of Alabama was one of the culprits who has the history of preying on underage girls and was also removed couple of times as the Justice of Alabama because of his judicial misconduct.

Charlie Rose

Rose, an American Journalist and a talk show host was fired from PBS, Bloomberg TV and CBS only after a day when his name was in the list of accused men who made sexual advances from more than eight women.

Sen. Al Franken D-Minn

The American politician, comedian and media personality and who also served as a US senator resigned from Congress soon after his name was linked in the controversy.

Mario Batali

TV star and American chef and Co-owner of more than two dozens of restaurants in the united states was accused of sexual misconduct by multiple women and he had to step down as the from his own company.

Nana Patekar

It was a yesteryear actress Tanushreedutta that poured her heart out and complained against the well known actor of bollywood. She started the wave by frontally accusing the bollywood biggies. Her revelation paved a way to several other women of India who burst out and shared their ordeals named as #metoo stories. Tanushree was the reason why metoo like movement reinstated in India and imbibed much attention and limelight. With Nana Patekar, the actress also accused the choreographer Ganesh Acharya for the sexual misconduct.

Sajid Khan

The renowned director and producer and brother of one of the loved choreographers of bollywood Farah khans brother, Sajid khan was one of those names that remained in the news for the longer period because he was accused by more than three women simultaneously. After the news broke out he had to step down from the director's chair and even bollywoodactors like Akshay Kumar refused to work with him.

Alok Nath

The most popular fatherly figure of bollywood who is also known as "sanaskaribabuji" was accused of rape by Vinta Nanda who is a writer and director in the same industry. Soon after the allegation, aloknath was dropped from several films and some films shelved too.

MJ Akbar

The Member of Parliament, a journalist and former minister of state for external affairs was also accused of sexual harassment by his several colleagues. And soon after another journalist alleged that Akbar has raped him thus lead to the resignation from his post.

Chetan Bhagat

A well known author as well as the noted columnist of India Chetan Bhagat was also accused of sexual harassment by another Indian author Ira Trivedi. She complained and slapped a legal notice against the author who later apologized and matter was resolved.

Other names that echoed during the #metoo wave were, Vikas bahl, Anu malik, Kailash kher, Tanmay bhat, Vicky sadana, Varun grover, Piyush Mishra, Luv Ranjan and more names that remained in the hit list.

Media as a mediator

Media is a solicitor that either makes peace or breaks it. Media is one of the most important tools nowadays and it was the basic and main driven force that leads to mass proliferation of the powerful movement like #metoo. It not only exposed the influential and renowned personalities but also unveiled the ugly truth of sexual harassment at workplaces. From big names to big companies #metoo gave a glimpse into the world of sexual misconduct run by the biggies. In the article titled as “#MeToo: A survey says nearly 80% of women never report harassment” by The Economic times informs that according to an online poll conducted by LocalCircles, 32% disclosed they or one of their family members have faced sexual harassment at the workplace. In the online poll out of 15,000 respondents, 6137 were women. The survey also showed that 78% of the people who have faced sexual harassment did not report to the company HR. Sachin Taparia, the cofounder of LocalCircles said that in the poll when respondents were asked to whether they have experienced sexual misconduct, 23% of said “Can’t say” which we realized was the lack of understanding what comprises sexual harassment. Even after the uproar caused by #metoo, there are still those cases who are still hiding the secret underbelly and shunning away from reporting the truth. Because in so many cases the women who spoke out were lambasted ruthlessly either by their families or by the fabricated bundle of rules. Women have faced amid the uproar.

Western Influence on Me Too

Me too swept US first and then created a ruckus in the entire Europe and inspired millions of women to speak out against the menace called sexual harassment. It was the west that triggered the movement and gave it a high pitch that it rolled around the globe. The revelation of bigger names left people in frenzy and dismay but at the same time gave women a voice to stand out and voice their sufferings. Women came out in solidarity with other women even with the male victims of sexual harassment. In west, some feminists and women alike also mocked the movement by calling it superficial and ruling over the top and criticized its framework. But this criticism didn’t stop Me Too from spreading and disseminating across boundaries.

Psychological pressures to reach echelon

This movement exposed the largest predator percentage were men and successfully inculcated a sense of fear, guilt and disgrace among the relationship of men and women forever and changed its dynamics too. MeToo not only revolutionized women’s movement but at the same time marketed and endorsed the pain, the outrage and misconduct women had undergone.

Role of Society

With Me Too it bought a societal commotion disclosing and exposing men that were intrinsic and popular part of the society. The world has witnessed many gender wars in the history but so far none changed the demography or the dynamics of men women spectrum the way MeToo has done. Society since the beginning has been endorsing and promoting patriarchy, but with MeToo it somehow changed that phenomenon and society took a stand against to what was looming around the corner.

A road ahead

Me Too as a movement paved a way towards a clarity that no women, men or any entity can subdue the new generation of men and women who with the digital media can tackle any

situation and if anything happened wont shy either to report it. This movement has been the catalyst for the media to voice the unheard and untold stories of women and men altogether and represent them in front of the world. And the world accepted and reverberate support for the movement which was not less than a revolution. Even in such a movement that literally awakened and imbibed global sentiments women are still suffering to come out. This movement has given courage but at the same time exposed the evil intent. Such movements must prevail so that we all can live in a safe environment.

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