



Gender equality and professionalism in television media; Specifically for Hiru TV and Independent Television Channel

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Abstract

Gender equality is built on the social welfare of the biological-born gender identity. It is a social force based on cultural factors such as gender, masculinity, behavior, appearance, and character. With the population of the country, many women in government and non-governmental institutions will be able to achieve optimal institutional development if women are employed compared to men. The number of women who work professionally in the media field is relatively low compared to men. This study has examined the role of gender equality in the profession of television as a responsible and decisive medium in society. This will make media content more equitable in the equality of gender equality in the TV media profession. Media productions also attribute more fair-minded characters and actions to both men and women. The main objective is to positively lead the entire society towards sustainable development. Both the independent and the private television channels Hiru TV were used for this study. Information was obtained through questionnaires and interviews. The study revealed that many women are willing to pursue a career in the media but do not want to take on top positions. They stated that there are many obstacles and problems. By adopting an equitable process that takes into account the special needs of both sexes, TV media can achieve equality in the profession. This will enable the strengthening of the gender bilateral cooperative society for the sustainable development of the country.

Keywords: Gender Equality, Television media