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**THE LACK OF GENDER SENSITIVITY IN MASS MEDIA**



**Dr. MISAL V. D.**  
Dept. of English  
Moreshwar College Bhokardan

**ABSTRACT**

Mass Media is the combination of print media and electronic media which are composed of the Radio, the Television, the Film, the Press, Publication and Advertising. Among these media, the television, films, Advertisements, photography, animation, paintings etc. are regarded as the visual media. Media feed the people with the latest information and

create the need for change in contemporary society. Mass media have both positive and negative role in the society. According to the need fulfillment and psychological tendency of male dominated society, women are always sidelined. We can find the lack of gender sensitivity in mass media.

**KEYWORDS**

Mass media, people, society, gender, need