

## **MEDIA AND ITS ROLE IN THE POLITICAL EMPOWERMENT OF WOMEN**

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### **Abstract**

The power of media all around the world is at a high importance level because it is one of the main column of society (the fourth power) which has an influence in the creation and in changing of convictions, perceptions and also in the development of society in general. The role played by the media in treatment of social problems, with a focus in gender issues it is vital for enforcement of women position in our society. But the reality of our society shows a lack of gender equality. While being influenced by politics, media is focused on a wide massive programs that include heated political debates, where the men are the dominating actors too. It has started a new age of relationship and influence between media and politics, as media is influenced by politics in the same way the politics is being influenced by the media. Albanian media presents a surface image of woman. They are not immune from prejudices of society in general, including even gender prejudices. It paints them as uninterested in political issues and consequently they will be considered unable to participate in leading processes as men do. What it remains is that the main challenge is the change of mentality, created centuries ago in gender differences influenced also by tradition or even by the culture. It is media that should transmit in the public the message that participation of women in the political life it is an essential part of democracy, also it has to play a positive role in improvement of woman image, in the change of gender stereotypes and to use its influence and contribution in achieving gender equality.

**Keyword:** gender -political participation-media-communication-lack of gender equality-prejudice to the image of women in politics-media-political.