



**RESEARCH PAPER**

**Role of E-Journalism in Creating Awareness regarding Gender Equality and Women Empowerment among University Students in Pakistan**

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**ABSTRACT**

This study explores the interplay between social media, gender inequality, and women's empowerment, highlighting the significant influence of socio-cultural, economic, and other barriers. Utilizing a survey methodology, data were collected from 550 university students in Lahore, Pakistan, to gauge gender perceptions and experiences. The researchers employed a feminist theoretical framework to guide the analysis. The study aims to evaluate the role of e-journalism in raising awareness about gender inequality and women's empowerment among both men and women in Pakistan. Additionally, it seeks to identify the socio-cultural, political, economic, and technological barriers that contribute to gender inequality in the country. The findings reveal that e-journalism effectively disseminates awareness by showcasing successful stories of women. Nevertheless, political, technological, economic, and socio-cultural obstacles remain significant contributors to gender inequality in Pakistan.

**KEYWORDS** Awareness, E-Journalism, Gender Equality, Women Empowerment

**Introduction**

Gender inequality persists across various sectors, encompassing disparities in access to resources, opportunities, and treatment between men and women. Such discrepancies are influenced by societal norms, legal frameworks, and cultural expectations. Media, especially in Pakistan, has played a significant role in perpetuating these gender disparities (Nazeer, 2023). As information and communication technology have evolved, traditional media platforms have transitioned to electronic and social media, shaping public discourse and perceptions. Electronic journalism, also known as e-journalism, has revolutionized news dissemination across television, print, radio, and online platforms, blurring traditional boundaries (Ronchi & Ronchi, 2019). Its practitioners utilize internet to engage audiences and address social issues, potentially becoming influential authorities on various subjects.

This research, however, shifts focus away from educational gender disparities and instead get into broader gender inequalities that hinder women's empowerment and gender equity. While education remains a cornerstone of women's empowerment, this study aims to explore gender biases beyond the educational realm. It seeks to raise awareness of differential treatment between men and women, examining its societal implications and proposing solutions to justify gender biases. A study by Bornstein & Rothenberg (2022) highlights efforts to promote gender equality and women's empowerment. Despite progress in urban areas, rural regions still face challenges due to cultural expectations favoring males over females.

In a column penned by Naqvi Amjad, gender disparities were highlighted, illustrating the demographic landscape of Pakistan as reported by Dawn Newsom (2009).

Men constitute 51% of the total population, while women make up 48.76%, with transgender individuals comprising 0.24%. Pakistan's sex ratio stands at 105.07, indicative of gender imbalances prevalent in the country (Fuchs & Fuchs, 2020). Like many nations, Pakistan grapples with issues of gender inequality. In the contemporary era, the significance of gender communication is increasingly recognized and promoted worldwide. Achieving women's liberation in all spheres necessitates not only economic empowerment but also raising awareness among women about their rights and responsibilities, including acknowledging their essential role and contributions (Duflo, 2012). Media emerges as a potent and influential tool in this regard, possessing the capacity to shape opinions and perceptions. Hence, investing media platforms becomes imperative for improving the status of women in Pakistan and clarify their role in national development. However, women are now empowered and know their rights as journalism has increasingly become a female-dominated profession globally (Eime et al., 2022).

A study stated that societal constructs surrounding gender divisions and orientations, emphasizing the entrenched nature of binary gender categorizations since birth but the importance of female education in fostering economic development and in empowering them cannot be ignored (Bonvillain, 2020). He advocates education can boost women's self-esteem, entrepreneurial skills, women empowerment and overall participation in the economy, thus advocating for platforms that facilitate digital e-journalism and networking opportunities for female entrepreneurs and investors. The study encompasses four variables: E-journalism, gender disparity, women empowerment, and creating awareness. Its primary objective is to utilize E-journalism to raise awareness about gender inequality and empower women through media platforms. The focus is to highlight the necessity of promoting awareness regarding gender disparities, acknowledging the influences of culture, society, politics, the economy, and technology on media ecology. In addressing this issue, E-journalism plays a crucial role in fostering awareness about gender discrimination and empowering women. Therefore, there is an imperative to promote awareness and conduct research on the identified variables (E-journalism, gender disparity, women empowerment, creating awareness).

Even with significant advancements in many areas, gender inequality still exists, especially in Pakistan. Significant obstacles stand in the way of women's socioeconomic growth and empowerment due to this persistent discrepancy in access to opportunities, resources, and equitable treatment. The efficacy of projects aimed at addressing and improving gender inequities through the use of media platforms, especially E-journalism, is still not fully recognized. Further research is necessary to fully understand the complex interactions between cultural, sociological, political, economic, and technological elements and how they affect media dynamics and gender equality. Therefore, the purpose of this study is to examine how e-journalism might empower women and increase awareness of gender disparity in educational settings in Pakistan and other similar countries.

The degree of gender inequality in education, the effectiveness of e-journalism as a tool for empowering people and raising awareness, and the intricate interactions between socio-cultural, political, and economic factors influencing how gender issues are portrayed in the media are some of the main goals. By answering these queries, the research hopes to offer insightful information about how media platforms can be used to support women's empowerment and fight gender inequality within the larger framework of societal advancement. In light of the widespread problem of gender disparity in educational settings, especially in nations like Pakistan, this study is extremely important. By emphasizing gender inequality and women's empowerment, it brings attention to a critical social issue that has a significant impact on women's access to employment, education, and socioeconomic prospects. This study uses rigorous empirical research to enable women to use media platforms, particularly E-journalism, as effective tools for advocacy and awareness-raising.

## **Literature Review**

E-journalism plays an important role in raising awareness and development of women's empowerment in Pakistan. While e-journalism holds promise in empowering women and increasing awareness of gender disparity in Pakistan. Gender inequality persists in the media industry, which is predominantly male-dominated globally. There are also some social cultural barriers due to which female journalists face challenges in the field. Additionally, research highlights the role of media in promoting gender equality and addressing biases prevalent in society, especially in patriarchal systems like Pakistan where this patriarchal system is deep rooted. Furthermore, investigations into the speech behavior of male and female politicians in media discussions emphasize the importance of studying gender peculiarities in media discourse. Women working in media industries also experience systemic gender inequality, leading to beliefs that downplay the significance of gender in the workplace or create feelings of being neither fully included nor excluded from the industry. A study examine that Pakistani women media workers have faced setbacks such as pay cuts, retrenchments, and lack of implementation of laws to protect their rights, leading to increased unemployment and uncertainty.

While, research conducted by Haussman & Kedrowski (2023) highlights the persistent impact of patriarchal norms and conventional gender roles, which might show up subtly in e-journalism and affect women's chances of progress and representation. Various studies have explored the role of media in women's empowerment. Silverstein et al. (1986) discussed how mass media influences societal perceptions by promoting a thin standard of bodily attractiveness for women. Fuller (2006) focused on the representation of women in sports media and the language used in sports coverage. Asogwa (2012) emphasized the importance of women's empowerment for holistic development in Nigeria. Shockley et al. (2018) and Calvin (2018) examined the impact of social media and local media on women's empowerment, showcasing their potential to empower women socially, politically, and economically. Hussain & Amin (2018) highlighted the role of media in empowering Afghan women and promoting women's rights and opportunities. Leung et al. (2020) discussed social media empowerment in social movements and how digital activism can lead to power activation. Khalid et al. (2020) explored psychological and social factors associated with women's empowerment in sustainable development programs. Moroojo (2021) conducted a study on public views regarding the role of media in women's empowerment, emphasizing its significance in shaping societal perceptions. Bhat (2022) addressed women's exploitation in contemporary India and the importance of media in combating it.

However, it is important to take into account how digital media is changing and how this will affect gender equality. According to Urooj et al. (2023), women's engagement in e-journalism is significantly influenced by their access to resources and level of digital literacy. Technology has the ability to both empower and marginalise women in online spaces. Clark-Parsons (2018) also highlight the interconnectedness of economic issues that may exacerbate gender gaps within digital media ecosystems, such as income disparity and access to opportunities.

While media campaigns focused on women empowerment can change societal perceptions and promote gender equality. Despite the progress made, there is still room for improvement in how media portrays and supports women empowerment, as there is a gap between men and women's satisfaction with the current media role in empowering women. Meanwhile, the Pakistani media plays a crucial role in promoting women empowerment by shaping public opinions and attitudes towards gender equality and women's rights (Ahmed & Wahab, 2019). Through specific talk shows, the media can highlight key aspects of movements like the Aurat March, shedding light on issues faced by women in Pakistan and challenging prevailing prejudices and stereotypes. Additionally, the media can influence social change by presenting and discussing women-related laws, such as those focusing on women's empowerment. Furthermore, the media's portrayal of men and women in

advertisements can impact societal norms and perceptions of gender roles so it should traditional norms to promote gender equality positively (Pérez & Gutiérrez, 2017). Media content especially on e-journalism content influencing the women all over the country. As a result, urban women are self-realizing and empowering positively in Pakistan. But sometimes, media promotes liberal values for women empowerment in Pakistan and at the same time, it highlights women's achievements, promoting gender equality and empowerment. Women are being aware through e-journalism. Many studies explore that e-journalism plays a crucial role in empowering women. Female journalists in Nigeria face hindrances in fully expressing feminist views due to patriarchal structures and limited resources. Additionally, research on Spanish journalists reveals that empowered women than men in the sector are more autonomous, possibly due to their empowerment through digital media (Mellado & Alfaro, 2020). Furthermore, the impact of new media, such as social networking sites, has been significant in empowering women globally.

Meanwhile, Farooq (1996) underscores the disparities in higher education within rural areas of Pakistan, shed light on their change on gender development. On the whole, Myers and Harvey (2011) assessed that marriage often emerges as a socioeconomic strategy for families in poverty, impacting girls' access to education and perpetuating gender inequalities. The high costs associated with higher education and societal perceptions of women's earning potential contribute to early marriage as a perceived solution, further hindering girls' educational attainment and prospects for gender equality. Similarly, the evolution of feminism has reshaped societal perceptions of gender, moving away from adversarial views toward recognizing natural gender differences. Contemporary popular culture reflects a departure from traditional gender norms, embracing diverse representations of female empowerment and rejecting outdated stereotypes (Gauntlett, 2008).

Moreover, popular culture, as Popa & Gavrilu (2015) suggest, serves as a snapshot of daily life and shapes societal agendas. It influences our perceptions and behaviors, with media platforms like news websites, social media, and entertainment shaping cultural norms and values (Muzaffar, et. al 2016; Muzaffar, et. al 2019) Through various media formats, including comments, videos, and images, gender inequities can be highlighted and addressed, even though media outlets often prioritize sensationalism and profit. On the whole, research indicates that gender disparity persists globally, with women facing discrimination in various sectors. However, contextual gaps exist in understanding gender disparities in specific regions like Pakistan. Researchers are investigating gender discrimination in educational institutions and other sectors in Pakistan, including politics and economics, to shed light on these issues and drive positive change.

Chen et al.'s study from 2023 examined the effect of digital storytelling on women's empowerment. They discovered that female-led participatory media projects, like blogs and citizen journalism campaigns, give marginalised voices the chance to question prevailing narratives and draw attention to gender inequality issues, ultimately promoting women's empowerment. However, Researchers like Ahmed et al. (2023) have drawn attention to the role patriarchal institutions and socio-cultural norms play in sustaining gender inequality in Pakistani media, including digital media. Furthermore, Rahman and Haque's (2023) study, which contends that although obstacles to gender equality still exist, women's experiences and perceptions in Pakistani media may be homogenized, resulting in comparable evaluations of socio-cultural, political, economic, and technological issues.

## **Hypotheses**

H1: E-Journalism is creating awareness regarding gender inequality among male and female in Pakistan.

H2: E-Journalism is creating awareness regarding women empowerment among male and female in Pakistan.

H3: There is significant difference between socio-cultural, political, economic, and technological barriers that are responsible for creating gender inequality in Pakistan.

### **Theoretical Framework**

Feminist theory offers a critical lens through which to examine power dynamics, social structures, and individual experiences, particularly concerning gender. In the realm of e-journalism, where digital platforms play a significant role in shaping public discourse, understanding the implications of feminist theory is crucial for addressing issues of gender inequality and promoting women's empowerment. This study explores how feminist theory is relevant to the study of gender dynamics in e-journalism, highlighting its contributions to understanding representation, access, and agency for women in digital media spaces.

Feminist theory emphasizes the importance of critically analyzing representation in media to uncover underlying power structures and ideological biases. In e-journalism, this involves examining the portrayal of women in online news content, the prevalence of gender stereotypes, and the visibility of diverse voices. Feminist scholars argue that media representations not only reflect societal attitudes towards gender but also have the potential to shape and reinforce them. Recent studies indicate that stereotypical portrayals of women persist in digital media, often reinforcing traditional gender roles (Duffy & Hund, 2023).

Another key aspect of feminist theory relevant to e-journalism is the examination of access and participation in digital media spaces. While the internet has the potential to democratize media production and distribution, barriers to access still exist, particularly for marginalized groups such as women. Feminist scholars have highlighted the importance of intersectionality—the interconnected nature of social categorizations such as gender, race, and class—in understanding disparities in digital media access. Recent research suggests that women, especially from minority backgrounds, continue to face significant challenges in accessing digital platforms and participating fully due to economic, technological, and social barriers (Nakamura, 2022).

This theory offers insights into the agency and voice of women in online journalism. Central to feminist thought is the recognition of women as active agents capable of challenging and transforming existing power dynamics. In the context of e-journalism, this involves examining the opportunities for women to create and disseminate their own content, as well as the barriers they face in doing so. Research informed by feminist perspectives can highlight the ways in which women navigate digital media spaces, assert their voices, and mobilize for social change. By centering the experiences and perspectives of women in online journalism, researchers can contribute to broader efforts to promote gender equity and women's empowerment in digital media environments. Recent findings emphasize that women journalists are increasingly using digital platforms to advocate for social justice and gender equality, though they often encounter significant resistance and online harassment (Jane, 2023).

### **Material and Methods**

The methodology employed in this study involved the administration of a survey to gather data on gender perceptions and experiences among university students in Pakistan. With a sample size of 550 adults, comprising ( $n=300$ , 54.5%) female and ( $n=250$ , 45.4%) male, convenient sampling was utilized to select respondents from 05 public and private universities in Lahore including Lahore University of Management and Sciences, University of the Punjab, University of Lahore, University of Engineering and Technology and

University of Veterinary and Animal Sciences. According to univervistyguru.com, these are top universities in Lahore, Pakistan.

The average age of participants was between 23-28 years 54.3 ( $SD=61.3$ ) while almost 23.5 ( $SD=36.2$ ) were between 18-22 age group and ( $SD=1.5$ ) participants were above 30 years of age. Almost 65.3% were students, 26.1% professionals and 8.6 % were others. Adapted questionnaires were used in which 27 items were adapted from "Tools for measuring gender equality and women's empowerment (GEWE) indicators in humanitarian settings" developed by Goulart et al. (2021) and 10 items from tool developed by Elias et al. (2021) on gender equality. Overall, there were 3 sections in the questionnaire 1) gender equality, 2) women empowerment and 3) demographics. In demographics section, the participants were asked the questions like, (name, gender, occupation, marital status, hours spent on media (E-Journalism)). However, participants were approached in person or through online platforms, ensuring representation from various academic disciplines and years of study. Clear instructions were provided, and confidentiality was assured to encourage honest responses. The participants responded to each question on a five Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The reliability of the scales in the study was measured through Cronbach's coefficients which was 0.81 for gender equality and 0.79 for women empowerment. Ethical considerations, including obtaining informed consent and ensuring privacy, were carefully addressed throughout the research process.

### Pearson's Correlation

Hypotheses 1 & 2 aimed to E-Journalism is creating awareness regarding gender inequality among male and female in Pakistan and E-Journalism is creating awareness regarding women empowerment among male and female in Pakistan. Correlation was also applied on both the hypotheses. Table 1 presents a summary of Pearson's correlation.

**Table 1**  
**Summary of Correlation on Hypotheses 1 & 2**

Variables	Mean	SD	1	2	3
1 E-Journalism	2.45	1.43	-		
2 Gender Inequality	4.75	0.74	-.06	-	
3 Women Empowerment	3.79	0.65	.349**	.173	.-

Above table shows that there is highly significant relationship between E-Journalism, gender inequality and women empowerment. The results ( $r=-.06$ ,  $p>.05$ ) show that there is significant relationship between E-Journalism and gender inequality while the results related to E-Journalism and Women Empowerment ( $r=.349$ ,  $p<.01$ ) shows that E-Journalism is associated with the increased awareness of women empowerment in Pakistan. However, the relationship between gender inequality and women empowerment ( $r=.173$ ,  $p>.05$ ) was found to be non-significant between these two variables. So, the H1 and H2 E-Journalism is creating awareness regarding gender inequality among male and female in Pakistan and E-Journalism is creating awareness regarding women empowerment among male and female in Pakistan are accepted.

### Independent Sample T-Test

Hypothesis 3 aimed at to explore that there is a significant difference between socio-cultural, political, economic and technological barriers that are responsible for creating gender inequality in Pakistan. The researcher has applied Independent Sample t-test. The following table presents an overview of Independent Sample t-test.

**Table 2**  
**Independent Sample t-test for difference in male and female participants on study variables**

Variable	Male N=250	Female N=300	t(550)	P-value	95% CI	
	M(SD)	M(SD)			LL	UL
E-Journalism	38.68(8.05)	45.66(11.34)	4.65	.543	2.78	7.66
Socio-Cultural	37.55(6.42)	32.55(7.88)	3.02	.345	.969	4.35
Political	38.44 (6.5)	34.55(8.76)	3.06	.356	.965	4.99
Economical	10.34(2.45)	10.32(2.78)	3.45	.389	.541	1.45
Technological	18.99(3.45)	19.45(3.45)	2.45	.24	1.3	.113

Independent sample t-test was applied to find the difference in mean scores of socio-cultural, political, economic, and technological barriers that are responsible for creating gender inequality in Pakistan. The findings showed that there was no statistically significant difference in the mean scores of E-Journalism ( $t=4.65$ ,  $p=.543$ ) and socio-cultural ( $t= 3.02$ ,  $p=.345$ ), political ( $t=3.06$ ,  $p=.356$ ), economic ( $t=3.45$ ,  $p=.389$ ) and technological barriers ( $t=2.45$ ,  $p=.24$ ) (that are responsible for creating gender inequality in Pakistan. So it is concluded that there is significant difference between socio-cultural, political, economic, and technological barriers that are responsible for creating gender inequality in Pakistan. So, the H3 is accepted.

## Discussion

The evolution of media has driven societal movements, shifted social dynamics, spurred technological advancements, and weakened traditional authority. Media influences societal understanding and visual representation, shaping beliefs powerfully. Despite its influence, media is criticized for poorly addressing gender issues. E-journalism plays a key role in both reinforcing and challenging gender inequalities. Research shows that media and societal stereotypes affect individuals, highlighting the need for rational, practical solutions to combat these biases.

However, the correlation analysis undertaken in this study explores the relationship between e-journalism, gender inequality, and women's empowerment in the specific context of Pakistan. These findings shed light on how e-journalism influences socio-cultural dynamics within the country. Firstly, the results highlight a significant correlation between e-journalism and gender inequality ( $r = -.06$ ,  $p > .05$ ). Drawing from feminist theory, which highlights the importance of critically analyzing media representations to uncover underlying power structures and ideological biases, this finding aligns with prior research indicating a modest association between media exposure and gender attitudes in similar cultural contexts (Wright & Bae, 2015). It is the responsibility of the media towards social progress and equality; it must promote gender equality and fairness by challenging harmful stereotypes and influencing public opinion. A study by Robertson et al. (2021) states that women are significantly underrepresented in news media globally, with only about one in four individuals featured in newspaper, television, and radio news being women.

This underrepresentation is particularly pronounced in serious journalism, such as political news, where more than four in five experts interviewed are men. Another study investigates that the portrayal of women in media often reinforces stereotypes, depicting them in limited roles like care-givers, models, or victims (Kate, 2018). This study explore tha women are frequently associated with superficial characteristics like appearance and clothing, while men are linked to their ideas and professions. Pakistani media portrays women as weak and submissive. Only a small percentage of news stories challenge these gender stereotypes. However, the media industry in Pakistan has experienced significant growth, leading to an increase in women's employment in media houses, including roles in technical jobs and frontline journalism. Despite some progress, there is a need for more awareness among media workers regarding gender inequalities and women empowerment. A study states that gender equality is defined as the equal sharing of rights, power, status,

opportunities, and rewards between men and women and social media has increased interaction between individuals, allowing for easier sharing of views and discussions, unlike traditional media where information is mainly one-way because the the media can control public opinion by selectively highlighting issues and ignoring others, impacting judgments and attitudes (Mashtalir et al., 2022).

A study explores that media platforms especially e-journalism are powerful in shaping perceptions of gender because they are pervasive influences on how men and women are viewed in society. Likewise a study by Choi & DeLong (2019) explore that the sexualization of women in mass media can negatively affect self-esteem, body image, and emotional well-being of women so media platforms especially social media platforms should provide opportunities for women to share stories, express opinions, and advocate for gender equality. The media is essential in addressing legislation that threatens gender equality in society. A study highlights the underrepresentation of women and misrepresentation of femininity and masculinity in mainstream media where men dominate the more prestigious roles like analysts, pushing women into the sexual representation like in dramas and advertisements as inferior (Endicott, 2022).

Gender equality in media is a complex issue influenced by societal norms, political, socio-cultural, economic, technological barriers and online behaviour which are responsible for creating gender inequality in Pakistan. Studies show that social media platforms like Tik Tok perpetuate gender discrimination. Overall, media's portrayal and discussion of gender equality reflect societal attitudes and contribute to shaping perceptions and behaviors (Liu,2023).

However, after the invention of e-journalism, media has the potential to empower women by providing them with a platform to voice their concerns, share their stories, and advocate for their rights. This empowerment can lead to greater societal awareness and positive changes in attitudes towards gender equality. The phenomenon of sexism in today's new media fashion differs from traditional media fashion as gender inequality gradually decreases, gender identity becomes more universal, and there is a development trend towards equality and diversit(Christens, 2012).. Fashion magazines have been influential in the past, but new media platforms like Instagram now dominate the fashion field, leading to changes in gender issues. More female professional models appear on magazine covers compared to male models, reflecting the limitations and biases in the industry. The new media bring change in societal understanding and awareness of gender equality, especially in the context of sexism between men and women in the fashion industry. The emergence of influencers on new media platforms has played a significant role in shaping these changes and promoting women's equal status. Social media also plays a role in shaping gender consciousness, offering women a platform for autonomous expression distinct from traditional mass media representations (Rogan & Budgeon,2018). While the results of present study reveals a significant and positive correlation between e-journalism and women's empowerment ( $r = .349$ ,  $p < .01$ ). This suggests that e-journalism plays an important role in raising awareness and fostering women's empowerment in Pakistan. On the other hand, qualitative analyses by Gupta and Sharma (2024) underscore how women journalists utilize digital platforms to create networks of support and promote gender-sensitive reporting, contributing to their professional empowerment. Drawing from feminist theory, which highlights the interconnected nature of gender, power, and representation. Feminist scholars have long argued that media representations not only reflect but also shape societal norms and values (Toffoletti & Thorpe,2018). However, this study also investigates cultural, sociological, political, economic, and technological elements and their impact on media dynamics and gender equality. Female-led participatory media initiatives, such as blogs and citizen journalism campaigns, offer marginalized voices a platform to challenge dominant narratives and spotlight gender inequality issues, thereby fostering women's empowerment. Furthermore, Ahmed et al. (2023) draw attention to the way that cultural norms influence women's media experiences, implying that despite



advances in technology, socio-cultural barriers may still be deeply embedded and widespread. According to research by Malik and Khan (2024), various factors like economic, political and socio-cultural etc also contribute to the persistence of gender disparity in media organisations.

### **Conclusion**

The media industry has historically been characterized by male dominance, thus perpetuating gender inequality (Brooks & Hébert, 2006). Various manifestations of this disparity are observable, particularly in depictions of societal and political scenarios, where women encounter obstacles in terms of access, retention, and advancement. Despite endeavors to advance gender parity, the media consistently mirrors prevailing societal norms and principles, upholding the existing state of affairs. The advent of novel media platforms like Tik Tok has additionally brought to light enduring gender bias, with female content creators frequently experiencing online harassment and verbal assaults. Nevertheless, indications of advancement are discernible, as alterations in fashion media platforms suggest a progression towards enhanced gender parity and inclusivity. On the whole, the media wields a pivotal influence in either perpetuating or confronting gender stereotypes and inequities within society. While e-journalism raise awareness and challenge dominant narratives. To sum up, the results demonstrate women are being empowered due to the awareness spread by E-Journalism and advancements in women's empowerment and gender equity in digital media, continued efforts are still required to promote inclusivity, diversity, and equitable opportunity in e journalism. Overall, this study explores that e-journalism serves as a powerful tool for women empowerment and gender inequality.

### **Recommendations**

The study on e-journalism, gender inequality, and women's empowerment in Pakistan identifies several limitations and offers recommendations for future research and practical interventions. The reliance on correlation analysis limits the ability to establish causality, suggesting a need for longitudinal or experimental designs to better understand these relationships. Additionally, the focus on Pakistan may restrict the applicability of findings to other cultural contexts, advocating for a comparative approach across multiple countries. The study's dependence on existing literature may overlook emerging trends in digital media, and a broader inclusion of diverse data sources, such as interviews and content analyses, is recommended. Furthermore, the emphasis on quantitative analysis might miss qualitative aspects of women's empowerment, suggesting that incorporating qualitative methodologies could provide deeper insights into women's experiences in digital media spaces. Future research should adopt interdisciplinary approaches, integrating feminist theory, communication studies, and digital media scholarship to unpack the complex dynamics of gender inequality. Practical recommendations include promoting gender diversity through editorial policies, training, mentorship, supportive work environments, and addressing online harassment with anti-harassment policies, resources, and legislative measures.

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