

Original Article

Intersections of Gender, Technology, and Power in Globalized Media Environments

¹DR. S. MAHA, ²MEENA MAHADEVAN

¹Department of English Literature, National College (Autonomous), Tiruchirappalli, Tamil Nadu, India.

²Department of English Literature, AIMA College of Arts and Science for Women, Tiruchirappalli, Tamil Nadu, India.

ABSTRACT: *When studying gender, technology and power in globalized media, we can see how these areas are being affected by changes in culture, economy and politics. Media as a major institution shows and influences ideas about gender and power, sometimes confirming common stereotypes and leaving some genders out of sight. The content shown on TV and in newspapers often depends on who owns them and the way these media are run, and these influences are tied to gender. In this situation, new possibilities and problems have appeared with digital technologies. Although social media has helped women and marginalized genders fight against inequalities, it has also led to more harassment, partiality in algorithms and difficulties using technology among those who belong to various marginalized groups. Women in low- and middle-income regions are much less likely to access the internet, which leads to greater inequality. An intersectional perspective is necessary because race, class, sexuality and ability affect how people face gender in online settings. More and more, as globalization speeds up, these connections become evident and they shape both representation and the ability to use technology, engage in digital activities and make decisions. Working on these problems calls for an approach focused on human rights, openness, dealing with inequalities, spreading awareness of technology and supporting laws that make global media available to everyone.*

KEYWORDS: *Gender, Technology, Power, Globalized media, Intersectionality, Digital activism, Representation, Algorithmic bias, Feminist media studies, Transnational media.*

1. INTRODUCTION

1.1. THE CONVERGENCE OF GENDER, TECHNOLOGY, AND POWER

Gender, technology and power coming together in the twenty-first century have reshaped globalized media environments. Because of digital technologies and expanding media, people now have larger opportunities to communicate, express themselves and take action. [1-3] These changes have brought new difficulties and challenges related to gender, such as how gender roles are formed, held and discussed. Traditional and online media are important places where people and groups negotiate their identities, authority and social values. Representations of gender are always related to the larger networks of power working in different parts of the world.

1.2. MEDIA GLOBALIZATION AND GENDERED POWER DYNAMICS

Globalization makes it easier for information, ideas and culture to move globally, which is changing the way people and societies understand themselves and others. Even though it has helped minority groups share their stories with many people and unite internationally, it has also made existing inequalities worse. Many big media firms, controlled by men, commonly decide on topics and ideas, often ending up sidelining or stereotyping women and gender minorities. Furthermore, because algorithmic decisions and AI are now at the core of digital media, they can accidentally spread biases from previous times and heighten gender inequality.

1.3. THE IMPORTANCE OF AN INTERSECTIONAL LENS

A full understanding of how gender, technology and power are linked in international media requires us to consider an intersectional point of view. Gender is connected to race, class, sexuality, ability and many more aspects of identity, causing people to face different levels of privilege and oppression. Although digital platforms have helped spark important feminist movements such as #BringBackOurGirls, women in the Global South still experience significant challenges because of issues related to infrastructure, money and culture. Being aware of these different factors is essential to create strategies that help solve inequality and use worldwide media to benefit women and men in the same way. Analyzing the relationship among gender, technology and power in media settings gives us helpful insights about how to make the digital world more equal and inclusive.

2. THEORETICAL FRAMEWORK

2.1. INTERSECTIONALITY THEORY

Intersectionality theory gives a helpful framework for studying how gender, technology and power connect in the media globally. [4-6] According to Kimberlé Crenshaw, the idea of intersectionality is that social identities such as gender, race, class, sexuality, ability and age cannot be looked at separately, as they impact each other and can affect individuals in various ways. With digital technologies and media, this approach is necessary to understand how many forms of marginalization impact individuals' use, participation and exposure in different media systems. Research proves that projects boosting women's technology use are not as successful when they disregard the background factors that influence women's relationship with technology. Among these factors are personal things like race and class, as well as bigger issues such as geography, access to education and modern technology. In the Global South, women can encounter multiple obstacles to being online because of the challenging conditions in areas such as the economy, culture and infrastructure.

Media studies experts have pointed out that intersectionality plays a key role in examining how media and social structures go together, and how inequalities are expressed in different policies and conventions. Activist journalism uses intersectional methods that can help challenge the main ideas in the media, while also giving voice to minorities and helping them cooperate and keep each other accountable. Using this framework, we can see how gender and technology play a role in society's broader patterns of marginalization and affect what people experience online. It also points out that including and protecting those most vulnerable depends on rights-based and flexible media and technology policies.

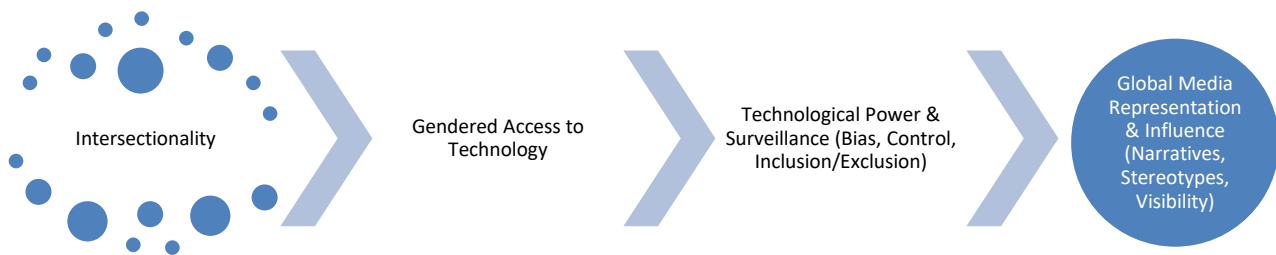


FIGURE 1 Gender-technology-power interaction framework

2.2. FEMINIST TECHNOSCIENCE PERSPECTIVES

Feminist technoscience examines how gender, science and technology are linked and points out that technological progress is not always free of bias. Feminist critiques of Science and Technology Studies (STS) have given rise to this theory, which holds that scientific knowledge and new technologies are linked to social values, arrangements of power and various identity markers like gender, race and class.

This branch of feminism considers the links between laboratory research and technological development, since both are influenced by what society considers important and ethical. Some scholars like Donna Haraway and Judy Wajcman point out that cultural tales and gender prejudices influence both scientific knowledge and the development of technologies, usually favoring male perspectives. Technology that favors masculine views has separated women and gender minorities from roles in creating and working with technology. Judith Butler introduced the concept of gender performativity, which explains how technologies both show and influence gender identities. Technology affects our relationships and things around us, and it often helps support or oppose existing power structures. For this reason, feminist technoscience suggests that science and technology should become more responsible and introduce inclusive practices that consider and act on the impact of gender and other kinds of differences in technologies.

Emphasizing how technology and knowledge are made in social contexts, feminist technoscience helps in creating new ideas for a more inclusive and equitable technological future. It motivates researchers, specialists and policy experts to investigate which groups benefit from technology and find methods that lead to justice and equality.

2.3. MEDIA POWER AND HEGEMONY

The concept of media power and hegemony is very important for exploring how media in a globalized world connects to the power between genders. Antonio Gramsci's view is that groups can achieve control over the culture by using both harsh measures and the everyday acceptance of their way of thinking by the people. In the study of media, this framework is helpful in learning if various media institutions, narratives, and technologies help to support or question existing power structures. Deciding who can speak through the media and who is dismissed often relies on who owns and controls media companies. Gender stereotypes and inadequate representation of women and gender minorities in news, entertainment and digital media

are often a result of the significant number of male leaders in media conglomerates. Sometimes, the same algorithms used in digital media repeat the same unfairness found in history, making it even harder for all people to be seen and heard. Hegemonic media involves managing the infrastructure and policies behind the media as well as producing the content. With the digital divide serving as an example, media hegemony has a harmful effect, since it largely excludes women and marginalized groups from being active on the Internet. Still, global information sharing often serves to support and counterbalance traditional ways of seeing things, thanks to the work of transnational feminist movements and alternative media outlets. Exploring media power and hegemony involves looking at how local and global factors, plus different kinds of identities, influence being included or excluded. When studying how media power is created and opposed, experts and activists can develop tactics to open up media platforms and increase equity among those being represented.

3. LITERATURE REVIEW

3.1. GENDER IN MEDIA REPRESENTATIONS

Media portrayals are significant in forming people's views on gender by often emphasizing set ideas and pressures from society. While improvements in civil rights and steps toward gender equality are noticed, analysis still shows that these media outlets regularly overemphasise sexual, limited and stereotypical images of both genders. [7-10] Men in advertising, television and film tend to represent leadership or employment, while women are usually found in leisure or household roles, especially when there is still a lot of gender inequality. They mirror gender norms and help spread them, which affects someone's views, dreams and day-to-day actions.

Research has shown that media exposure can cause people to adopt narrow gender views, promote the old division between men and women and normalize sexual harassment and stereotypes. Repeat exposure to these portrayals often leads women to lose focus on their careers and worry more about how they look, and it encourages men to dominate and become less inclusive of alternative forms of masculinity. Women are still underrepresented in many stories, as the news and commentary often show more men than women, even as women's roles are expanding. Media often depicts women as being mistreated or based on their family connections, while men are usually shown as being in charge or the ones to look up to.

Women's presence in media jobs encourages a range of viewpoints, as they tend to fight unfair standards and offer many different opinions. Most leadership posts in media companies are still held by men, making it harder for the sector to reform. All these issues lead to men and women having unbalanced roles in society, which greatly affects their well-being and society's traditions. Because digital and international media are becoming more common, people are calling for clearer, wider and fairer representation, showing the importance of more research and support for this issue.

3.2. TECHNOLOGY AND POWER STRUCTURES

Information and digital technologies now play a key role in organizing today's power systems. Technology used in daily life and media has helped everyone get information, while also strengthening the structures of power that exist. With digital tools, new groups can express themselves, organize people and confront existing stories that keep them marginalized. Social movements on social media have highlighted how technology can help end discrimination and bring new attention to gender equality.

These opportunities are not spread out equally among people. Skills with technology and literacy are still very unequally shared among different genders, races, classes and geographical regions. Many women who live in the Global South are prevented from getting online by issues like the cost of technology, established traditions and the lack of basic infrastructure. Because algorithms in digital platforms are often biased, they help to continue and sometimes intensify the biases that exist in society. Systems that learn from biased data have a higher chance of promoting stereotypes and silencing people from marginalized communities.

Most digital spaces are controlled by only a few companies, which are often led by men, affecting the way users interact with the platforms. By concentrating its power, the media sometimes minimizes other standpoints and supports strong opinions in society. Women and gender minorities are particularly affected by online harassment and violence, which restricts their involvement in online communities.

There are still many challenges in technology, but it is still a place where people struggle and find opportunities. By using a feminist and intersectional lens, those who study technology argue against the 'neutrality' in development and suggest making sure everyone has a voice and true accountability in new digital projects. Social and political approaches to technology point out the importance of removing structural barriers and helping technology promote fairness and empowerment for everyone.

3.3. GLOBAL MEDIA DYNAMICS AND CULTURAL IMPERIALISM

Greater contact between countries due to globalization means that information, images and culture are now sent more widely, greatly affecting different areas' culture and identity. The exchange of ideas has brought some worries about Western media

and cultural patterns influencing and replacing traditional cultures. Global media companies have a strong influence over what is considered important, how issues are explained and how gender, identity and power are viewed.

Cultural imperialism is seen when Western beauty, career and gender standards are spread across many cultures, which can bring about standardization and lessen local variety. Because of this, indigenous and non-Western points of view may be overlooked, and culture tends to become less distinct. Worldwide advertising and much of the entertainment media encourage a limited definition of femininity and masculinity, affecting the dreams and self-esteem of people everywhere. By doing so, such representatives may influence local gender habits and enhance stereotypes, objectification and desired body shapes.

Alongside that, international media changes are not just going in one direction. Digital tools allow local people and grassroots groups to challenge colonial influences, state new political positions and strengthen their culture. By using social media, transnational feminist networks link people in different countries, suggest new strategies and help underserved groups to be heard, challenging narratives created mainly in Western countries. In spite of progress, some regions are excluded from participating fully in global media flows because they do not have equal access to accurate information and technology. Since media environments are affected by both worldwide and local trends, learning media skills, respecting cultural backgrounds and putting rules and policies in place matter for ensuring diversity. Dealing with cultural imperialism involves rulemaking as well as empowering local users and inspiring them to judge and disagree with the main cultural stories. When gender, technology and power are considered together, they become places of controversy as well as seeds for new changes in the world of globalized media.

4. METHODOLOGY

4.1. RESEARCH DESIGN

A qualitative, multi-method approach was selected for the study to examine how gender, technology and power overlap in global media. [11-14] Qualitative methods are selected to show the details and layers in experiences, representations and power issues that qualitative methods do not work well for. This research approach uses rich descriptions to find out how gendered issues are expressed and challenged through new media. Various techniques such as content analysis, semi-structured interviews and case study analysis are used to confirm and check the findings of the research. Content analysis helps to understand trends in media representations, and talking to professionals and activists allows for a direct view of the challenges and benefits offered by these new technologies. Using case studies, we can study in detail situations where gender, technology and power meet, such as in global feminist organizations or digital activism campaigns. The design is based on the research goals, which call for a general knowledge of media organizations and a close look at people's activities and roles. In sampling, content, organizations and individuals important for the research are specifically chosen to reflect the phenomena being examined. With this design, the research questions are investigated in a logical way, the risk of bias is lessened, and the findings can reflect the culture and setting where the research was done.

4.2. DATA SOURCES AND SELECTION CRITERIA

Information for this study is collected from many different places to make sure the analysis is accurate and complete. Primary research consisted of semi-structured interviews with people who have personally dealt with gender issues in the global media industry. Among the secondary data used are media materials like news articles, posts on social media and ad campaigns that are meaningful for gender, technology and power. Media texts are chosen by following planned sampling and by selecting work that people are talking about or that displays important global media tendencies. Participants for interviews are chosen because they have expert knowledge, come from different backgrounds and take an active interest in gender and technology. Both kinds of data should have been developed in the last five years, represent several parts of the world and cultures and be available in many media types (digital, print and broadcast). Such rules exclude details that are unclear or can't be examined in enough detail.

4.3. ANALYTICAL APPROACH

Qualitative content analysis, thematic analysis and case study comparison are applied to examine the collected data with this method. Qualitative content analysis is useful for finding repeated themes and ways gender, technology and power are shown in media texts. It requires writing code for texts and images, classifying them using existing frameworks and figuring out what they represent in the given context. Analyzing the interview transcripts involves looking for trends in people's cultural experiences, how they view the media and what techniques they use in their media interactions. Researchers carry out open coding, identify themes and recheck their work many times to avoid losing connection with the data. This comparison enables us to see what is similar and what is different when exploring gender, technology and power in different contexts. Throughout the process, people's multiple layers of identity and power are always considered. Managers often rely on computer software to group and monitor major sets of data, whereas more detailed analysis is done with manual coding. Its usefulness lies in the detailed and realistic insights it helps to form, and its capability to address the fact that the topic is complicated.

4.4. ETHICAL CONSIDERATIONS

Gender, power and online matters make getting ethical approval necessary in research. Each participant in the interview gives their informed consent, and they are clearly informed about the purpose, how data will be used, and their right to stop at any point. People remain anonymous, and their private information is not disclosed in any of the research studies. People who might be exposed to bullying or have their careers harmed because of taking part in the study get extra support and protection from the research team. The scientists follow institutional ethical guidelines and ask the proper boards to review and approve the research before data is collected. Any possible conflicts of interest are made public, and the researcher constantly works to avoid any biased interpretation of the data. When examining publicly accessible materials, the analysis protects copyright and intellectual property and correctly acknowledges every source. Reflection is ongoing, as the researcher examines their own background and how it could interfere with the research. Prioritizing ethics in the study helps guarantee the safety, dignity and independence of everyone taking part.

5. ANALYSIS AND DISCUSSION

5.1. GENDERED NARRATIVES IN GLOBALIZED DIGITAL MEDIA

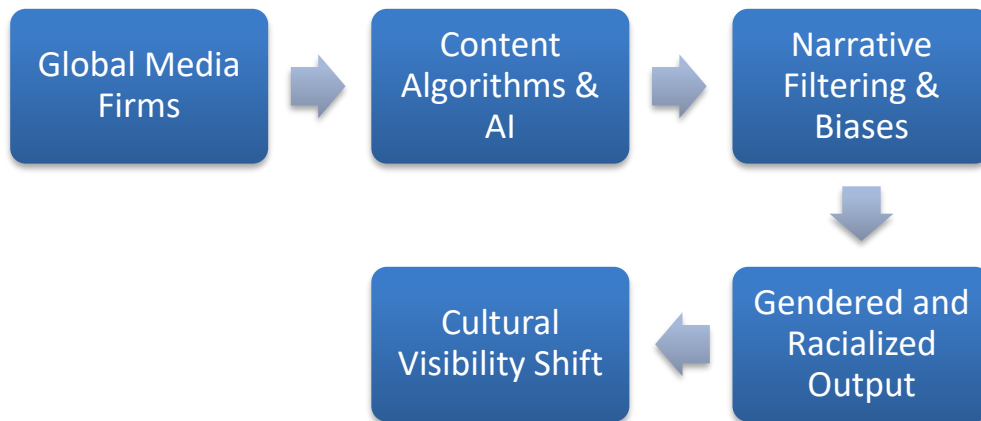


FIGURE 2 Media content production pipeline in a globalized context

With the growth of digital media, stereotypes in stories about genders are no longer as common, and their portrayals are now more diverse. [15-18] Traditional gender roles were often emphasized in early computer games, using women as supporting characters or objects and men as the heroes or bosses, which led to the further exclusion of people who did not identify with these roles. With social media and more user-generated content, people and groups now break with old norms and present a variety of voices and stories. Virtual influencers and what AI can generate are changing how identity and representation are understood. Lil Miquela, a computer-generated influencer, has gathered over 3 million followers, showing that virtual avatars can display any gender and give a broader range of representation concerning gender. VR and AR applications also help people appreciate different realities, as they find out about the challenges faced by those who are transgender.

In the same timeframe, it's predicted that nearly half of all digital advertising in the UK will feature gender inclusivity, up from 40% now. They also show that there are wider social trends and more people want media to include both realness and variety. The progress here points out the need for media that recognises the many different aspects of gender identity and welcomes a wide range of people's experiences.

TABLE 1 Trends and projections in gender-inclusive digital media (2023–2025)

Trend/Metric	2023 (%)	2025 (Projected, %)
Digital campaigns with gender-fluid narratives	40	45
Virtual influencer followers (Lil Miquela)	3 million	N/A
Women/gender-diverse people facing digital harm (Canada)	61	N/A

5.2. TECHNOLOGICAL PLATFORMS AND POWER ASYMMETRIES

Technology as a media platform plays a major role in determining whose opinions are heard or ignored by international audiences. The practice of digital storytelling has given content creation to many people, but still, platform rules, company structures and who can use the technology keep the playing field uneven. Rules about how much a post appears and how people can view and interact with it are mainly set by a small number of large companies that run these platforms, affecting public conversations in big and small ways. Bias in algorithms which comes from old data can contribute to stereotypes and prevent the voices of minorities from getting heard. Since AI occasionally mistakes certain groups like women, LGBTQ+ individuals and activists for spammers, there is a risk that their posts will be suppressed more often. In addition, there are still gaps in access to digital technologies: women and gender-diverse individuals, primarily in the Global South, deal with issues caused by money, infrastructure and culture.

TABLE 2 Gendered digital harm in Canada by demographic group

Issue	Women/Gender-Diverse (%)	General Population (%)
Experienced gendered digital harm (Canada)	61	53

Harassment on the internet is yet another form of unequal power. Women and other gender-diverse people in Canada have felt digital harm based on their gender 61% of the time, which is 8% higher than the general public. Such an environment can prevent those marginalized from joining or taking part in discussions online. At the same time, technology gives people shared resources to address and overcome challenges. The use of digital platforms by activists has allowed underrepresented groups to gather, talk about their experiences and expect accountability from the powerful, revealing the two sides of technology.

5.3. CASE STUDIES OR EMPIRICAL OBSERVATIONS

- Instagram, Twitter and YouTube allow LGBTQ+ and non-binary content creators to share their perspectives, support others and go against the traditional idea of gender. Because of virtual influencers like Lil Miquela, the idea of identity can be changed, and these ideas can go worldwide.
- Although news platforms have improved over time, women are not equally represented in stories and as sources. Nowadays, digital newsrooms value female journalists and varied voices, which helps to ensure stories are more balanced.
- Netflix and Amazon Prime have increased people's awareness of LGBTQ+ and gender stories by creating and promoting various programs that focus on a variety of identities. It is clear in the increase of gender-fluid and intersectional stories on television and in movies.

Such observations show both successes and ongoing problems when it comes to representation and participation in digital media.

TABLE 3 Key observations across digital media platforms

Platform/Medium	Key Empirical Observation
Instagram/YouTube	Rise of LGBTQ+ creators, virtual influencers like Lil Miquela
News Platforms	Gradual increase in women's representation, but gaps persist.
Streaming Services	Surge in gender-diverse narratives and intersectional storytelling

5.4. IMPLICATIONS FOR MARGINALIZED VOICES

Some marginalized voices now have greater opportunities thanks to digital media, though several problems still exist. Digital platforms and social media give women, LGBTQ+ individuals and others a stronger voice than before, helping to challenge stereotypes and grow empathy among people. Digital stories featuring women often showcase honest, varied experiences, underline problems faced by society and encourage innovations in storytelling, which enhances the range of media.

Online harassment, biased computer algorithms and a lack of equal opportunities still exclude some marginalized groups from full participation. Many women and gender-diverse people in Canada experience digital harm because it occurs to 61% of them, demonstrating how these groups are consistently at risk. The lack of non-Western and intersectional voices in global media also helps to spread cultural imperialism and hides the stories of diverse people.

TABLE 4 Socio-digital implications of gendered media trends

Implication	Data/Observation
Gendered digital harm (Canada)	61% of women/gender-diverse people affected
Representation in digital ads (UK)	45% of campaigns with gender-fluid narratives (2025)
Amplification of marginalized voices	Growth of female/LGBTQ+ creators and narratives

For digital media to fully help people, we must focus on addressing injustices, spreading digital knowledge and encouraging inclusive laws. Global media can only truly support various and marginalized voices once these platforms are no longer unidirectional.

6. CRITICAL REFLECTIONS

6.1. CHALLENGES IN GENDER-TECH ANALYSIS

Studying gender issues in technology reveals many different and continuous problems. A major challenge is that traditional views about gender, stereotypes and power are found in both modern society and technology. Such biases affect the design, running and use of digital technology, causing women and gender-diverse individuals to be excluded from regular participation. Gender analysis in technical fields is often not very effective, as routine evaluations do not always focus on the inequalities and barriers that keep some people from using technology.

The lack of data that incorporates gender issues. Most technology companies do not separate their data by gender or other intersecting identities, making it hard to see which gender faces the biggest obstacles and how much progress has been made.

Moreover, technology advances so quickly that it is difficult for analytical frameworks to keep up, which means some important aspects of gender and technology are not well understood. The lack of women in technical jobs, wage gaps and ongoing discrimination against women in hiring and promotion make it tougher to achieve equity. Intersectionality makes things more complex because being part of one identity does not always stay separate from being part of other identities that shape how you are included or excluded. When all these important factors are considered, suitable approaches are needed, but such solutions are not common in standard analysis. Consequently, digital marginalization still affects people despite the existence of interventions. Addressing these challenges needs both technical knowledge and dedication to gender equality, diverse data sources and regular updates to the tools used in analysis.



FIGURE 3 Policy resistance equity feedback ecosystems

6.2. CULTURAL CONTEXTS AND GLOBAL DISPARITIES

People's experiences with technology are deeply affected by their cultures and the differences between regions. Although new technologies hope to connect more people, they tend to reinforce earlier differences because some cannot use or buy them. Many parts of the Global South, including the South, have women and gender-diverse people who experience several obstacles to joining the digital world, including a lack of devices, restrictive social rules and difficulty in understanding technology. How local traditions and beliefs work can support or block people's involvement in the digital world. There are cases where traditional notions of gender prevent women from going out or handling their finances, which makes it harder for them to own or use mobile devices. The shortcomings of the internet and the absence of low-cost mobile gadgets mostly affect those living in rural communities and other disadvantaged groups. Because policies are typically made without considering local customs and cultures, the solutions usually designed fail to work for everyone. Interventions that benefit city or Western women might not work well in rural areas or in regions without similar digital or gender conditions. Global differences must be addressed by looking deeply into local situations, involving those who are marginalized in making policy and designing plans that help women and girls, like teaching digital skills, making mobile banking more accessible and running culturally appropriate anti-GBV campaigns.

6.3. THE ROLE OF POLICY AND REGULATION

Policies and regulations are vital in shaping gender and technology, but they usually follow technical progress and do not keep up with the interests of marginalized people. Highlighting the need for effective gender analysis is important to integrate gender equality in vital digital inclusion policies, according to guidelines from the Beijing Platform for Action and the UN Economic and Social Council. It is also the case that policies at the national and international levels still do not have strong methods to consider gender.

Key policy challenges include insufficient gender-disaggregated data, limited stakeholder engagement, and the absence of intersectional perspectives in regulatory frameworks. Without these elements, policies may inadvertently perpetuate exclusion or fail to address the specific barriers faced by women and gender-diverse individuals. For example, digital inclusion strategies

that do not consider affordability, digital literacy, or safety concerns are unlikely to close the gender gap in access and participation.

Enforcement of guidelines can improve matters by collecting gender-based statistics, helping to build a more inclusive digital environment, and supporting new ideas designed for women. National ICT policies might target gender equality by setting goals, steps are taken to reduce the cost of mobile devices for everyone, and girls and women are considered in planning efforts to reduce online risks and counter GBV. Encouraging women and other marginalized groups to take part in tech development and government can guarantee that digital environments are fairer and more inclusive. Policy and regulation work best when they are regularly evaluated, involve different groups, and adjust to new trends in technology and society. The process of making policies, carrying them out, and assessing their outcomes should always consider gender issues to achieve progress in digital inclusion and resolve imbalances related to gender.

7. CONCLUSION

There are both great improvements and remaining challenges when it comes to gender, technology, and power in the globalized media world. Digital media has clearly made space for various gender expressions and given more chances to those whose voices are often overlooked. Even so, these improvements still go along with lasting inequities because algorithmic injustices, unequal power, and cultural divergences continue to determine who is included, which stories get shared, and who gets a voice in the media. Gender-based harm, limited presence, and cultural dominance remain, which remind us why we must continue to act and be alert.

To address these challenges, we must use methods that pay attention to how gender is linked with other parts of someone's identity and power. Gender analysis, data from diverse groups, and participation of various stakeholders should guide the creation of policies, technology, and media practices. Globalized media can only empower and give equal representation to all genders if efforts are sustained to tear down barriers, promote digital literacy, and allow everyone to take part. To advance, world leaders, tech experts, reporters, and citizens must unitedly focus on building a digital world that treats all people fairly, welcomes diversity, and is truly global.

REFERENCES

- [1] Wood, J. T. (1994). Gendered media: The influence of media on views of gender. *Gendered lives: Communication, gender, and culture*, 9, 231-244.
- [2] Wang, Z. (2024). Gender and Digital Technology: A Comprehensive Analysis of History, Culture, and Gender-Technology Interaction. *The Frontiers of Society, Science and Technology*, 6(7).
- [3] Bray, F. (2007). Gender and technology. *Annu. Rev. Anthropol.*, 36(1), 37-53.
- [4] Gouma, A., & Dorer, J. (2019). Researching intersectionality in media studies: Theoretical approaches, methods and applications in communication and media research practice. *International Journal of Media & Cultural Politics*, 15(3), 345-360.
- [5] Jeppesen, S., & Research Group, M. A. (2018). Intersectionality in autonomous journalism practices. *Journal of Alternative & Community Media*, 3(1), 1-16.
- [6] Steinhardt, S. (2019). Technoscience in the era of# MeToo and the science march. *Journal of Science Communication*, 18(4), C03.
- [7] Santoniccolo, F., Trombetta, T., Paradiso, M. N., & Rollè, L. (2023). Gender and media representations: A review of the literature on gender stereotypes, objectification and sexualization. *International journal of environmental research and public health*, 20(10), 5770.
- [8] Bhuyan, B. (2024). The Influence of Media on Gender Stereotype Among Young Adults. *International Journal of Indian Psychology*, 12(4).
- [9] Shami, S. (2025). Gender Narratives and the Function of Digital Humanities in Enhancing the Experiences of Nigerian Women: Empowering Voices. BP International.
- [10] The Future of Gender and Media, 2025. online. <https://www.numberanalytics.com/blog/the-future-of-gender-and-media>
- [11] Campbell, K. (2020). Gender and technology: Social context and intersectionality. *Handbook of research in educational communications and technology: Learning design*, 115-204.
- [12] Stamp, P. (1990). Technology, gender, and power in Africa (Vol. 63). IDRC.
- [13] Sabik, N. J. (2021). The intersectionality toolbox: a resource for teaching and applying an intersectional lens in public health. *Frontiers in public health*, 9, 772301.
- [14] Zhang, L., Nyheim, P., & S. Mattila, A. (2014). The effect of power and gender on technology acceptance. *Journal of Hospitality and Tourism Technology*, 5(3), 299-314.
- [15] Popa, D., & Gavriliu, D. (2015). Gender representations and digital media. *Procedia-Social and Behavioral Sciences*, 180, 1199-1206.
- [16] Scharrer, E. L. (2013). Representations of gender in the media. *The Oxford handbook of media psychology*, 267-284.
- [17] Ampuja, M., Koivisto, J., & Nordenstreng, K. (2019). Historicizing and theorizing media and cultural imperialism. *Media imperialism: Continuity and change*, 31-44.
- [18] Morley, D. (2006). *Globalisation and cultural imperialism reconsidered*. Routledge, London and New York.
- [19] Dr. S. Maha, Dr. A. Ezhugnayiru (2025). Freedom and Intersectionality in the Contemporary Age *International Research Journal of Economics and Management Studies*, 4 (5), 78-82.

- [20] Dr. S. Maha (2023) "Intersectionality and the Imperative for Inclusive Discourse: Unveiling the Complex Realities of Domestic Violence Against Women of Colour," *Aadhunik Sahitya*, 48 (12) 476-481. <https://vhsp.in/images/as-oct-dec-23.pdf>
- [21] Dr. S. Maha, (2023) "Dismantling Assumptions: Uncovering Racial and Sexual Stereotypes in Gayl Jones's *Corregidora*," *AMNAYIKI*, 24 (2) 244-248.
- [22] Dr. S. Maha, and T. Jayakumar (2020) "INTERSECTIONALITY IN GAYL JONES'CORREGIDORA," *Shanlax International Journal of English*, 4 (3) 9-11. <https://www.shanlaxjournals.in/journals/index.php/english/article/view/3046>
- [23] R. Suresh Kumar, and P. Thatchanamoorthy (2015) "Subjugation of Women and Cultural Crisis in Selected Short Stories of Chitra Banerjee Divakaruni's *Arranged Marriage*," *International Journal of Multidisciplinary Research and Development*, 2 (8) 385-387. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4701249
- [24] J. Charles Arockiasamy. (2025) A Post Humanistic Approach to H. G. Wells's *The War of the Worlds*, *International Journal of Business and Economics Research*, Special Edition: Futuristic Trends in Literature, 16-22.
- [25] Dr. A. Rajeswari. "Intersecting Inequalities: Gender, Culture, Stereotypes, and Economic Justice" *International Research Journal of Economics and Management Studies*, Vol. 4, No. 1, pp. 177-186, 2025. <https://doi.org/10.56472/25835238/IRJEMS-V4I1P117>
- [26] Dr. S. Maha, and T. Jayakumar (2016) "INTERSECTIONALITY: AN OVERVIEW," *Shanlax International Journal of English*, 4 (3) 18-22. <https://www.shanlaxjournals.in/journals/index.php/english/article/view/3052>
- [27] Dr. A. Ezhugnayiru (2019) "The Apocalyptic Vision of Orhan Pamuk Reflected In the *Black Book*: A Study In The Light of Eco-Criticism," *International Journal of English Language, Literature in Humanities*, 7(7), 611-617.
- [28] J. Charles Arockiasamy (2023) "Study of Algorithms from a Transhumanist's Approach to a Modern Narration in the Artificial Intelligence Generated Novel," *New Frontiers in Education*, 56(4).
- [29] A. Priya (2025) Climatic Changes in Kim Robinson Staley's *Fifty Degree Below*: An Eco-Critical Study, *International Journal of Business and Economics Research*, Special Edition: Futuristic Trends in Literature, 118-123.
- [30] Ezhugnayiru, A. (2025) The Interplay of Memory, History, and Fiction: Metafictional Devices in Holocaust Narratives and Collective Consciousness, *International Journal of Literature, Linguistics, and Humanities*, 1(1), 25-32