

## Future Prospects of Female Journalists in Mass Media of Bangladesh

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**Abstract :** This study explores the female are overcoming the odds and doing well as journalist during the last decade in Bangladesh. Female journalists are contributing to the society for economic prosperity and changing the attitude towards the development concept and process. But the path is not smooth for involving women in journalism. The findings are female journalist facing many barriers like family pressure, Society problem, pay-allowances, gender discrimination, sexual harassment and even lack of workplace. According to their skill and merit, they face problems in getting maternity leave and assignments. But their role in this sector cannot be neglected. It is possible to survive if have the passion, professionalism, and love on this profession. Day by day, the female participation in journalism sector is increasing in Bangladesh. Despite the barriers female journalists are showing strong interest in journalism as a career. As much gender balance in Mass media as the women's freedom and scope will increase. As a result, the spread of female's workplace in the media will spread. Good number of female journalists is working in different policy making positions of the organization. In future, experienced female journalists will be more because now day's they taking challenges and working religiously according to the company and public need. In recent time Bangladesh is encouraging her women to work outside of home. Currently, a significant change has come into the social attitude which represents by women's advancement in journalism sector of Bangladesh. This study uses the survey method and 6 depth interview to find out a fruitful result. As a sampling, the study uses purposive sampling technique to collect the data from the 120 female respondents of television, online and print media journalists.

**Keywords :** attitude, Bangladesh, challenges, female journalists, prospects

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