

## **The Effect of Social Awareness on Empowerment Level of Rural Women (Zanjanrood District, Zanjan Township)**

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In modern world, any country tries to raise people's knowledge and awareness will be achieved by more development. So, in this essay, the influence of social awareness on the empowerment and also the empowerment and knowledge of Zanjanrood city rural women was studied. In this study, qualitative- quantitative research method is used. In qualitative part of the study, some experts in social awareness of rural women are used. The population of quantitative part of this study is 15455 women of Zanjanrood city that as a sample of, 386 persons of them is selected randomly. The data were gathered using a questionnaire which its validity is confirmed by faculty of the Department of Agricultural Extension and Education of Razi University and calculation of Cronbach's alpha of 0.79. The data were analyzed by using of SPSS 16 software. The overall, the results shows modest rural women's social awareness. Also, the findings of this study suggest modest rural women's empowerment. On the other, the results showed women that are more aware of the social and legal issues are empowered more than the women are less aware. To determine the effect of independent variables on the dependent variable capabilities of linear regression of social consciousness was measured. The results showed that the independent variables can explain 43% of the variability that is robust. The impact of social awareness on the positive and significant empowerment means increasing community awareness, empowerment of rural women is also increasing. This effect was significant at the one percent level to 99 percent more likely to say that social awareness and the empowerment of rural women, helpful.

**Key Words:** Social Awareness, Empowerment, Rural Women.