

## CHAPTER - FIVE

### WOMEN AND RADIO

Expansion of this medium in India is 90 % Radio is omnipresent and is useful among the literate, illiterate and lower income group, because it is reasonable to all extent. It is most useful means of communication especially for women, that they can listen it even at the work.

#### Listening the Radio :

Of the collected data, 74 % of women found listening radio. Out of it 37 % of women listen particular programmes; 14 % women listen hardly or when there is leisure, 4 % women never use to listen and 2 % use to listen herebefore, but now they don't, while 17 % respondents told that by the inception of Television radio listening has become reduced. Out of 10 Artists, Beauticians, and Clerks 9 respectively, and 5 Doctors, 6 Advocates, 6 Social workers listen radio.

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- N. B.      1. Figures marked with asterisk mark indicate salient features or majority trends.
2. Figures on the left hand side of the number in brackets indicates row percentages while figures to the right side of the number indicates column percentages.

Respondents were asked, how much time do they spare to listen radio. In this connection the women from Artist category found more time spending for it. Table No. 1 indicates the time spare to listen the radio by respondents. It also clarifies the listening particulars i.e. whether they listen it or not listening specific programmes only, listen it rarely or not at all listening.

TABLE NO. 1

## RADIO LISTENING V/S LISTENING TIME

Listening	Time				
	1-hour	2 - hours	3-hours	4-hours	Total
Yes	(42.42) 56 28 *	(39.39) 76.47 26 *	(9.09) 60 6	(9.09) 100 6	66
Specific programmes	(52.17) 24 * 12	(34.78) 23.53 8	(13.04) 30 3	-	23
Rarely listening	(90.0) 20 10	-	(9.1) 10 1	-	11
Not listening	-	-	-	-	-
Total	50	34	10	6	100

Table No. 1 gives us the idea about the tendency of listening the radio. Generally the listening period ranges about 1 to 2 hours a day with slight differences, and it goes on reducing after 2 hours and identical % appears for 3 to 4 hours listening. Again, listening the specific programmes goes high for one hour and decreasing afterwards for remaining hours.

Of the centres they listen, the respondents gave multiple answers; 92 respondents prefer to listen the programmes from Sangli station, 52 from Vividh Bharati, 40 use to listen Pune, 39 Srilanka, 18 BBC, 17 Bombay, 3 Nagpur, 2 Dharwar, 1 Ratnagiri and 1 from AIR Urdu services. 3 4 respondents prefer to listen BBC specifically for particular news. A single complaint received regarding the Gujarati AIR station that it doesn't operates properly.

About the programmes transmitted from AIR stations, the strength of the respondents varies with the various programmes. The programmes and the strength of the respondents given herebelow in the table form, Table No. 2.

TABLE NO. 2

Programme Preference of the respondent

Sr. No.	Programmes	Respondents	Sr. No.	Programmes	Respondents
1.	Prabhat Geet (Morning Song)	76	12.	Marathi song	54
2.	News	82	13.	Hindi Songs	20
3.	Grihini	40	14.	Play songs	17
4.	Vanita Mandal	31	15.	Vocal Music	15
5.	Aapale Maj Ghar	33	16.	Balodyan	7
6.	Nari Vishva	4	17.	Suprabhat	9
7.	Radio plays	64	18.	Chintan	35
8.	Aapali Avad	62	19.	Kirtan	5
9.	Talks/Debates	34	20.	Agriculture/ Rural Devel- opment	7
10.	Educational	28	21.	Yuvavani	2
11.	Scientific	5			

Note : Only the strength of the respondents is given in the above table.

Table No. 2 indicates that there is a large tendency to listen especially the programmes related to women only and ofcourse the majority women listen the songs and plays. But

it is interesting to note that listening the Hindi songs is rather poor and surprising. There is a large tendency to listen the news, but almost all they prefer to listen the Marathi news. Besides these, the programmes like knokani, K Karyaval, Gandhi Vandana, Bhajan, Sanskrit, lessons also heard but it is very rare.

Cause of Radio Listening :

Cause of radio listening can be understood by table no. 3 as given below.

T A B L E N O. 3  
RADIO LISTENING CAUSE

Just Fancy	To know daily events	To increase knowledge	To pass Leisure time	Enter- tain- ment	Social Enlight- -enment	Total
43	48	31	9	59	24	214

It appears from table no. 3 that great attention is paid towards the entertainment, to get aware of the daily events. But they don't listen the radio to a great extent to increase their knowledge, nor they feel to a great extent, that radio is an important medium of social awareness.

TABLE NO. 4  
MARITAL STATUS V/S RADIO LISTENING CAUSE

Cause	Status				
	Unmarried	Married	Widow	Divorced	Total
Just fancy	(33.33) 26.79 15	(53.33) 19.51 * 24	(8.89) 4	(4.45) 2	22.22 45
To know daily e events	(29.17) 25 14	(56.25) 21.95 * 27	- 6	(12.5) 1	11.11 48
To increase knowledge	(33.33) 17.86 10	(56.67) 13.82 * 17	(10) 3	-	- 30
To pass leisure time	(22.22) 3.57 2	(55.56) 4.07 5	(11.11) 1	(11.11) 1	11.11 9
Entertain-ment	(15) 16.07 9	(65) 31.90 * 39	(13.33) 8	(6.67) 4	49.45 60
Social Enlightenment	(28.57) 10.71 6	(52.38) 8.94 11	(14.29) 3	(4.76) 1	11.11 21
Total	56	123	25	9	213

Taking into consideration about the table no. 4 there is all time high percentage of the married women against the radio listening causes. It also reveals that women listen radio from all categories more for entertainment and then in order listen it for just fancy, to know daily events, to increase knowledge, for social enlightenment and lastly to pass leisure time.

#### Attitudenal Change :

Table no. 5 helps to get the information regarding how far the radio programmes are effective to make attitudenal change among the respondents. Majority respondents, as much as 47 % gave their opinion that there is attitudenal change to some extent, due to radio listening. Change to a great extent and not at all varies with slight difference.

T A B L E N O. 5

#### ATTITUDENAL CHANGE DUE TO RADIO LISTENING

To some extent	To great extent	Not at all	Not respon- ded	Total
47	21	24	8	100

The result shows from the table no. 5 is there seems an attituden<sup>al</sup> change among the 68 % of the respondents and negative response given by 32 % of the respondents.

The reactions received from the respondents regarding how far the programmes t<sup>transmitted</sup> on radio are effective in making the attituden<sup>al</sup> change are given here after.

Radio programmes are helpful in making attituden<sup>al</sup> change slowly but surely in the various fields like individual, religious, educational, social and family. The details of each field gives us an idea of their attituden<sup>al</sup> change as follows:

Changes in individual out look :

One can develop his own habit of thinking regarding certain subjects through the meditational (Chintan) programmes. One can evaluate his merits and demerits by becoming orientate. It enables to cast away the demerits e.g. self control on mind, have patience, avoid futile disputes and become sensible. Maturity in thinking comes on. Radio programmes extend to accept the right ways by avoiding the wrong ways. Prejudice in mind are ruined. The practical knowledge is gained and rational attitude develops.



Family changes :

Changes in family life are very fast now a days. Radio contributes for it to a great extent. Radio gives information regarding health, nutrition, child development, personality development, Sanskaras etc., Debats, plays make certain impressions on mind. Radio is useful for those who do not know reading and for those who have no time to read. These programmes help to dislodge the old traditions and misunderstandings. Advice given by the doctors on subjects like marriage, pregnancy, child development are helpful to vanish the prejudice and provided the real and rational information. Radio is the foremost, medium to make a propoganda on family welfare. There is a definite and reasonable change in our attitude regarding the family welfare and population education too. New ideas are developed alongwith the traditional thinking. Radio makes our mind free and healthy one. It helps to do something new than routine e.g. idea of cradle home is accepted through radio listening and one respondent started the same in such a manner. Previously the idea of cradle home was disliked but now it is a social need. Similarly, attitude towards the women was awkward previously in family but now it is quite changed. Some respondents told that previously they were not sending to their daughters and daughters-in-law out side the home but now they are going

everywhere. They are getting proficiency in sports, education, art etc. Mother-in-law also encourages to do certain things rather than torturing. Women themselves also feel that they should come out to work in the various fields like occupation, education, politics, social service etc.

#### Religious changes :

Religious attitude also changes according to the radio listening. Backwards thoughts are now changed e.g. Castism, blindbelief, traditionalism, ritualism etc., are going to be vanished from their mind. Ideas of sacred and profane is also undergoes change. They help the poor and orphan students in chaturmas also, and help the ageds at the time of shraddha or punyatithi ( offerings in memory of the dear departed).

#### Educational changes :

Radio is fundioning widespread for informal education. It acknowledges intelligence and helps to upgrade the level of knowledge. ' Yuvavani' programmes directs the youth towards the constructive work in society. Scientific attitude develops. Inquisitiveness develops also scientific attitude towards life is created. However radio is not only a medium for it but an important media of communication.

### Social changes :

New and advanced thought are gained alongwith modern information also. Each others views are understood. New dimesion is received to our thoughts. Proper shape is given to our ideas and it enables to expand one's own outlook. Old and traditional thinking is replaced by modern thinking. World comes closer. One can aware of the fact that there is difference between idea and reality e.g. blind belief, dowary are the social problems to which we come across. Attitude towards giving or taking dowary is changed. Secularism also develops. It creates free atmosphere in house and society. Listening the ' Hundaka' (sobbing) programme many women rushed to social workers and presented their questions; gained legal knowledge also.

In general, it appears that radio programmes are helpful in making change in the attitude as per shown in table no. 4. Radio listening creates a social awareness. Ofcourse radio transmission is one way traffic. There is also controversy because on the one hand radio presents programmes on eradication of blind belief while on the other hand the programmes based on the blind belief are also transmitted.

Situation creates change in one's own attitude according to a respondent from small scale working group. Previously she was forced to resign her service but now she

has to visit door to door to sale her ( Papad' (Crisp spiced cake) and ' Masala' (Spices). To her such sale creates in her mind self sufficiency and self respect.

Now women are getting **education** and to some extent they have got freedom also. It enables to upgrade their status in society. Reform is made but opinion is not changed fully. They still feel that 'old is gold ' . Though there is no expected progress in villages, the atmosphere is becoming good one.

Radio is not the only medium of making change in attitude. The programmes are complementary to make such a change. Change in attitude depends on the traditional influence on mind and individual understanding.

Opinion about Radio Programmes :

The respondents were asked about their opinions on radio programmes whether the programmes are useful realistic, useless - unrealistic or other opinions also. In this connection respondents opinions are given below in table no. 6.

T A B L E   N O.   6

OPINION ABOUT RADIO PROGRAMMES

Useful / Realistic	Useless/Monotonous Unrealistic	Others	Total
87	9	4	100

Table no. 6 shows that almost 87 % of the respondents are of the opinion that the radio programmes are useful or realistic. Of all the programmes they are of the opinion that news item is very useful to them. Of course the programmes are thought provoking. It is not possible here to give a general impression on this issue because the opinion depends on the need and time to listen and the related circumstances. On answering to the question whether they made any correspondence towards the radio station on listening the programmes, 17 % respondents told that they made such a correspondence but 83 % respondents told that they never use to make any correspondence with radio station . Those who made any correspondance, conveyed their opinions on programmes like Marathi ' Balgit ' ' Naty git' 'Bhaktigit' etc., alongwith a slogan sent, to ' Binaca Git Mala' Two respondents directly involved or participated on radio programmes, e.g. vocal music, Sugam sangit, Natyagit, and interviews alongwith debates also. Those who participated, pointout the deficiency of the programmes especially on women's programmes. One respondent from Nursing category was felicitated by radio station on receiving a state award in 1987. Again a respondent from Teachers category elaborated the importance of Home science and Nutrition methods when she participated on such programmes.

Attitudinal change crosswise :

In view of considering attitudenal change due to radio listening the following tables may also helpful for the prest study. These tables give us the clear picture about attitudenal change against Age Group, Educational Status and Religious group as mentioned therein.

T A B L E   N O .   7  
AGE GROUP V/S ATTITUDENAL' CHANGE DUE TO RADIO LISTENING

Change	Age Group				55 Onwards	Total
	18 - 25	26- 35	36 55	55 Onwards		
To some extent	(15.21) 7	(28.26) 13	(45.65) 21	(7.30) 8	66.66	46
To greater extent	(30.) 6	(10)	(50) *	(10)	16.67	20
Not at all	(3.45) 1	(41.38) 12	(56.17) 16	(6.90) 2	16.67	29
Total :	14	27	47	12		100

Table no. 7 reveals that attitudenal change is more in age group of 36-55 and less among the age groups of 26-35 and 18-25. It is rather similar in age group of 55 onwards. There is all time high attitudenal change to some extent, greater extent and not at all in age group 36-55. It's quite a reasonable and matured age group which can think all the matters rationally.

T A B L E    NO. 8

EDUCATIONAL STATUS V/S ATTITUDENAL CHANGE DUE TO RADIO LISTENING

Change	Educational status			
	Illiterate	Upto S.S.C.	Graduate	Postgraduate
To some extent	(8.89) 4 36.36	(40) 18 78.26	(31.11) 14 56	(20) 9 31.03
To greater extent	(25) 5 45.45	(10) 2 8.70	(25) 5 20	(40) 8 27.59
Not at all	(8.70) 2 18.19	(13.04) 3 13.04	(26.08) 6 24	(52.18) 12 41.38
Total	11	23	25	29
				88

According to the table no. 8 attitudenal change to some extent surprisingly high among the respondents belong to S.S.C. educational status and subsequently lower comparatively among the Graduates and post-graduates and ofcourse lower to all among the illiterates. Hence varying percentage appears according to the table discussed for the reference and though there is attitudenal change among all the categories of educational status the percentage is not remarkable one.



T A B L E   N O .   9

RELIGIOUS GROUP V/S ATTITUDENAL CHANGE DUE TO RADIO LISTENING

Change	Religious Group				Total
	Hindu	Muslim	Christain	Jain	
To soem Extent	(77.78) 51.47 * 35	(4.44) 66.67 2	(2.22) 50 1	(15.56) 43.75 7	45
To greater extent	(78.95) 22.06 * 15	(5.26) 33.33 1	-	(15.79) 18.75 3	19
Not at all	(72) 26.47 18	-	(4) 50 1	(24) 37.5 6	25
Total	68	3	2	16	89

With reference to table no. 9 it is clear that attitudenal change to some extent, to greater extent and not at all is all time higher among the Hindus comparing to the respondents from the remaining religions groups.

Utility of Radio Information in actual life :

Information received from the radio is useful from the point of view of individual family, socially and occupationally also according to the opinions given by the respondents. The details are given here under.

Usefulness for individual :

Radio programmes are useful for individual life. programmes entertain the individuals. Radio is useful for mental peace. To pass the time radio is also useful. Most important is that it is useful to know the exact time. Maturity in though comes through meditation. Radio is helpful in increasing one's general knowledge and for making ' Sanskaras'. It is usefull for getting instructive information on varied subjects. Difficulties when arise in individual life can be solved and understood properly through certain useful programmes. One can know how to overcome such difficulties. National element is grown up, alongwith the individual development. Programmes like seminar, debates, interviews, are helpful to creat tolerance among the individuals. For individual, news item is most useful. Daily events alongwith unexpected news can be known from the radio. Scientific information makes awakening and cast away the misunderstings. Modern medicines, insecticides,

fertilizers, are known from the radio alongwith the information relating to the computers, atomic power etc.

Usefulness for family :

From family point of view radio provides relevant information also. It is useful mainly for the housewife. It is instructive for her. House wife gets the information regarding food and nutrition, vitamins, food preservation, food value, etc. She also gets knowledge about Gas, Mixer, and other appliances and appropriate precaution about how to handle the same things. Again information on cookery, how to use vegetables and other modern cooking methods are also known from the radio. Natural freezing method for preservation the vegetables is known from the radio. Similarly various type of information which is useful for life is also get from the radio. Health information, Aurvedic medicines, first aid medicine and methods, women's diseases are the other information sources learned through radio. Information on child care child development, pregnancy, responsible parenthood, behaviour with children, their hobbies, their habits, their study is learnt with the help of radio. Some important religious programmes are also there on radio by which we can come to know religious festivals, cultural programmes, Utsav ceremonies etc., Ofcourse one respondent was of the opinion that we should make a reform in

our religious practices rather than becoming only orthodox. She does not practice caste difference and gives a gift to poor students on her fast on holy friday's. Neighbourhood relationship and how to behave and adjust with family in changing conditions is learnt through radio also. In such a way radio becomes helpful and useful in shaping the family life.

#### Usefulness in society and Occupations :

Radio is useful in society and for the occupations accepted also. Specifically women who engaged in teaching profession and the artist women get benefit of it. Teacher respondents presented the programmes on radio for school going children e.g Story telling, Songs, dance, one act plays etc. Radio is also useful for those who do not know read and write. Rural women get the information about agriculture and domestic life. Hindi lessons given on radio are also useful to increase the knowledge.

For artist women radio is useful as it gives more information about vocal music, talks, interviews of the reputed personalities etc., Artist women can tape such programmes as to possible for them to inform others also. It is intended that every one may get familiar with it. Often programmes help to practice and preperation e.g. Songs, Orkestra, Natyageet, light vocal music, Bhajan etc., Such programmes are useful to participate in competitions also.

It gives more information about business, gardening, flower arrangement and even gives inspiration to work in small saving department. It provides information about small scale industry and cottage industry also. It became useful in practical life also e.g. dairy farming, poultry farming, cradle homes. The house wives who are not working can run a cradle home to solve the problems of working women. In that way it creates a confidence among the housewives.

B B C gave more interest <sup>in</sup> ~~time~~ English news after a span of time. Now it seems us more a foreigners language. Radio creates a scientific view among the listeners. It gives information about financial position, stock market, political affairs and so on. It gives a chance to listen the world leaders like Thature, Regan and others and also gets information regarding weather conditions, important worldly happening.

Radio informs us about the women's organisations, their working, occupations, social work activities etc. It also gives information about their life style, their literary likings and attitudes. It increases our practical knowledge. One can get aware of the social problems like suvenile delinquency, enemployment, poverty etc., Women respondents from social work category feel that many affected women rushed to them after listening a programme on rape tragedy viz. ' Hundaka ' (sobbing)

Programme on dowary prohibition and prohibition also became helpful for the women.

Though lot of consideration is mentioned regarding the usefulness of radio, some respondents gave their negative responses also. Two respondents gave their opinion that radio now a days is out stated, it is no more an effective mass media. Due to improper planning and simultaneous timings radion is overruled and T V is operated. Radio programmes are useless now a days according to eight respondents. Radio is no more useful as it is listen very rarely as pointed out by six respondents. Another eight respondents told that they are not permitted to operate radio and hence they are away of making use of it. Similarly eight respondents did not give any opinion.

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