

CHAPTER SIX: WOMEN AND TELEVISION :

Television combines sight with sound. It had all the advantages of the radio and the cinema contained and could be viewed in the comfort and privacy of one's own home. When we talk about the expansion of mass media a very significant change in mass media was starting the Television. In the present study of listening and viewing behaviour of the women respondents in Sangli city it is the third and most important, medium alongwith the newspaper and Radio as mentioned herebefore.

In Sangli city the beginning of low power transmission of Television was introduced in 1984. At the inception Delhi Doordarshan was the only source for the viewers. Since August 9, 1986 Bombay Doordarshan was introduced for the viewers in Sangli city.

The communication media is spread all over the Sangli city and reached door to door and established its significance. It has become a part and parcel of the life of people rather than a thing for fun and frolic. This communication media has fascinated all the members of the family. It may not be a wrong to say that evening for women is now sponsored one.

- N.B. 1) Figures marked with asterisk 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.

TABLE No. 1
VIEWING ANALYSIS

Witnessing Time	0 - 1 hour	1 - 2 hours	2 - 3 hours	3 - 4 hours hours onwards	Total
	41	23	12	9	86
Witnessing cause	Just fancy	To know daily events	To pass leisure time	Entertain tainment	To get knowledge
	25	47	6	81	31
					237
Opinion about programmes	Realistic Informative	Unrealistic	Exaggerative useless monotonous	Enter-taining	
	78	26		56	160
Health Programmes	Witness	Don't Witness			
	85	15			100
Cine Songs	Witness	Don't witness			
	79	21			100
Feature Film Telefilm	Love	Don't love	Rarely love		
	55	8	37		100
Serials	Witness	Don't witness			
	81	19			100
Women's Programmes	Witness	Don't witness			
	48	45			93
Sports events	Witness	Don't witness			
	60	32			92
Detectives	Witness	Don't witness			
	59	41			100
Social Problems	Helpful for attitudanal change		Causes disorganisa-tion in society		
	87		38		125
Effectiveness of programmes	To some extent	Greater extent	Not at all		
	63	26	11		100
Degree of attitudenal change	To some extent	Greater extent	Not at all		
	53	36	11		100
Advertisements	Witness	Dont' witness	Must witness	Witness rarely	
	30	20	30	20	100
Utility in daily life	To some extent	Greater extent	Not at all		
	51	42	7		100

Table No. 1 gives us an idea or at a glance picture of the general impressions on T.V. programmes. The strength of the respondents is given in each category. A) 86 respondents gave their opinion on witnessing time. Out of them the major trend found during 0-1 hour i.e. 42 respondents. Half the respondents are involved in that group. In general their witnessing tendency lies in between 1 to 2 hours and less in the remaining hours. Of the 86 respondents, 4 witness according to the nature of the programmes, while 7 witness it especially on Saturday and Sunday. Another 3 respondents made a complaint that they are disturbed with their eyes and headache. B) Multiple choice or answers were give by the respondents towards the witnessing caude. But the major trend is found towards to know the daily events, to get knowledge and entertainment. Most of the respondents attract towards the TV as it is an Audio-Visual means of communication.

78 respondents feel it realistic while 26 feel about the programmes on TV as unrealistic. Another 56 of the view that the programmes are 'entertaining. Again it is very good feature that 85 respondents witness the health programmes and only 15 against it. Out 100 respondents, 79 use to listen and witness the cine songs. While 55 respondents love to witness feature film and Tele film which is almost high than those who don't see at all and their number is only 8. 37 respondents see the

feature and Tele film rarely. In view of serials out of hundred respondents 81 witness serials and only 19 don't witness it. But it is rather surprising that the ratio of witnessing the women's programmes is evenly balanced. Again witnessing the sports events and detectives is also high among the respondents than those who do not witness it. According to them witnessing the TV programmes are helpful for attitudinal change, and its utility is great in daily life. The programmes are effective to them. About the advertisements on TV 30 respondents said that they must have to witness it and another 30 witness it with love. In general T V programmes are more effective according to the respondents. 63 respondents love to witness Breakfast, programmes. They enjoy to witness Yoga, Keep fit, etc., in the morning, but the them exercise on musical rhythm is rather miraculous. 37 respondents have no time to witness the morning transmission. Respondents who use to listen news on T V are more in favour of Marathi and Hindi news and their number is 60, while 39 respondents use to listen English news. Of the educational programmes, 16 respondents use to see U G C and N C E R T programmes, but it depends on their convenience. Because such educational programmes are normally shown in their schooling time. 8 respondents use to see science programmes while 46 use to see Quiz programmes as it helps to increase the intellectual level.

T V Witnessing Cause :

Why the respondents witness the T V is one of the most important question asked to them. The question can be understood in two a way nature. On the one side it is linked here with marital status and on the other side it is linked with age group. So we can understood the various T V witnessing causes according to their martial conditions as shown in table no. 2 and according to their age variation as shown in table no. 3

TABLE NO. 2

MARITAL STATUS V/S T V WITNESSING CAUSE

Cause	Marital Condition				Total
	Unmarried	Married	Widow	Divorced	
Just fancy	(21.48) 5 9.62	(60.87) 14 10.53	(13.4) 3 16.67	(4.25) 1 8.33	23
To Know daily events	(20.93) 9 17.30	(69.77) 30 22.56	(6.98) 3 16.67	(2.32) 1 8.33	43
To Pass leisure time	(50.) 2 3.85	-	(25.) 1 5.56	(25.) 1 8.33	4
Entertainment	(25.) 18 34.62	(68.5) 49 39.84	(1.39) 1 5.56	(5.11) 4 33.33	72
To get knowledge	(24.44) 11 21.15	(57.78) 26 19.55	(13.33) 6 33.33	(4.45) 2 16.68	45
Social Awareness	(25.) 7 13.46	(50.) 14 10.52	(14.29) 4 22.21	(10.71) 3 25.0	28
Total :	52	133	18	12	215

In accordance with table no. 2, married women are almost ahead than all other marital conditions regarding the causes of witnessing the T.V. Normally as expected, married women use to see the T.V. for entertainment, and then switch over to the other causes respectively.

TABLE NO. 3

AGE GROUP V/S T.V. WITNESSING CAUSE

Cause	Age Group					Total
	18-25	26-35	36-55	55 Onwards		
Just fancy	(26.67) 8	(26.67) 8	(36.66) 11	(10.0) 3	12.	30
To know daily events	(16.28) 7	(20.93) 9	(51.16) 22	(11.63) 5	20.	43
To pass leisure time	(16.67) 1	-	(66.66) 4	(16.67) 1	4.	6
Entertainment	(15.38) 12	(24.43) 19	(48.5) 37	(11.69) 9	36.	77
To get knowledge	(19.55) 8	(28.35) 12	(45.2) 19	(7.8) 3	12.	42
Social Awakening	(15.15) 5	(30.3) 10	(42.42) 14	(12.13) 4	16.	33
Total	41	58	107	25		231

Table no. 3 indicates a great similarity among all the age group respondents that they use to see the T.V. for entertainment as their main cause behind it. Then they use to witness the T.V. to get know ledge and rather ~~and~~ identical cause for all the age group respondents related to the cause viz. to know daily events. More specifically none of the respondent in the age group of 26-35 use to see the T.V. to pass the leisure time.

Effectiveness of T. V. Programmes :

To understand the effectiveness of T.V. programmes, table no. 4 will be helpful for us in which the age group variation is taken into account. It is necessary to get the idea of effectiveness through such age groups.

TABLE No. 4AGE GROUP V/S EFFECTIVENESS OF T.V. PROGRAMMES

Age	Effectiveness				
	To some extent	Greater Extent	Not at all	Total	
18-25	(62.5) 15.58 * 10	(25.0) 16. 4	(12.5) 20. 2		16
26-35	(62.7) 27.49 * 18	(30.4) 36. 9	(6.9) 20. 2		29
36-55	(64.45) 44.62 * 29	(22.22) 40. 10	(13.33) 60. 6		45
55 - onwards	(80.0) 12.31 8	(20.0) 8. 2	-		10
Total	65	25	10		100

The prominent age group lies in the table No. 4 is 36-55. Their reactions represent their maturity and developed attitude towards the communication media.

Taking into account the above information and reactions we now turn our attention towards the responses received under the different types of programmes produced on T.V. In that, it is necessary to see the reactions on serials film and tele-films advertisements, cine songs, detective serials programmes concerning with social problems attitudinal change and utility of T.V. in the daily life of women etc. The details are given below.

Women and T. V. Serials :

T. V. serial has become a subject of family feeling among the women. The subject is widely discussed at the time of gessiping. Out of the 100 respondents 81 use to see the T. V. serials while remaining 19 respondents don't love to see it. Those who witness it, there also found difference of opinions. They use to see the popular serials; five respondents use to see it according to their convenience. Another five respondents feel that T. V. serials give recreation. 7 respondents feel that, they don't want to miss the T. V. serials as it shares domestic and family atmosphere. According to them it reflects the picture of their own families. It is just like a family gathering to them. They feel that they are meeting their family members. Serials highlist the family and social relationship at large and individual becomes uniform with it. It creates intimacy among the family

members. Serials always becomes a story based and it gives understanding of the present, circumstances. Serials always creates a curiosity according to the 6 respondents subsequently serials impress to a great extent on the individual's mind. e.g. Ramayana. It gives a new direction and thought in society. We can come to know our culture, traditions, customs and it helps to eradicate the evil customs existed in society. Serials are useful to make a change regarding the social or familiar attitude. It gives a solution to the family and emotional problems. Hence the serials are touching one. It gives a nutrient to our intellect. Serials also give a solution to the women's problems, and hence serials guide them. It creates a social awakening and gives a line about how to behave in society by the parents. We can come to know what is happening in society. Serials create ideals in society e.g. ' Ramayana ' and ' Pailteer ' in Marathi. One can know the difference in the past and present age. Human behaviour and human nature changes according to it. Serials give a line of reformation in society. It gives a guideline to work for the prohibition and to control the drug addiction e.g. ' Aur Bhi Hain Rahe '. Serials encourage social workers to undertake social work activities. Serials are also helpful to resolve internal conflicts and difficulties if any. It helps to make reformation in our life and we can't neglect, its effectiveness.

According to 8 respondents effectiveness of T. V. serials is advurable. Though they enjoy the T.V. serials they also feel that it s diverts the attention of the children from their studies. The children fix their time tables according to the serials and they prepone or postpone their dinner accordingly. Ofcourses respondents also feel that, there may be badeffects of the serials also. e.g. Serials like ' Subah', ' Chunoti', etc.

T. V. serials attract all the members of the family. At the time of serials all the home affairs remain close down, and whole family use to sit, before the T.V. Eleven respondents gave the opihion that serials force them to finish their work so fast that they can avail the serial schdule in time. It is interesting that, people have adjusted their time table according to the T.V. serials. Sometimes they keep aside their work, and wait for the T. V. serials. Serials put restrictions on inviting the guests. Gossiping, chit-chating, evening walk all are restricted by T. V. serials. Public relations are decreasing in the process. Though they enjoy it doesnot last, long according to 5 respondents. ' T.V. serials does not effect at all ' as responded by 23 respondents. They feel it is not must, for them to witness it. 3 serving women said that, there is no regularity in witnessing the serials due to their service. Hence it does not effect, at all. Respondents also fee that the T.V. serial appears as broken pieces. Their library and reading habit, has cut down.

In general there are diverse of opinions regarding the T.V. serials.

Women and Feature Film and Telefilm :

According to the table no. 1, 55 respondents love the feature film and Telefilm, 8 respondents don't love it while remaining 37 respondents rarely love to witness it. Taking into account these responses we now come to know the differences of opinions given by them. 11 respondents feel that all feature film and tele-films are good. It gives them the recreation. 17 respondents of the opinion that many times the feature films and tele-films are good, while another 17 said that they are rarely good. According to 5 respondents such films are not good one, and 6 of the opinion that they don't use to see it.

According to the respondents those who love to see it, such films are instructive, it gives a message or advice to the viewers. 4 respondent's love to see the Regional films more. 19 respondents love to see the Marathi films, but they made a complaint, that such films are not relased according to the schedule. There is repetition also in these films.

Marathi as well as Hindi cinema is based on facts as stated by 6 respondents. It gives a lesson and makes a social

awakening. Films relating to family background, Historical films, and mythological film are favourite to the respondents. Feature and Tele-films give us instructions as well as create recreation. We can come to know the life style of the people living in different fields in society. It gives a new mode of thinking. To the respondents, it would be better to display such films once in a week. 8 respondents love to see such films because it is possible for them to see by staying at home only. It is not necessary for them to go elsewhere in the theatres or to rush in the mob to purchase tickets. On holidays, seeing feature film and tele-films gives a change and relaxation to the respondents, their children and all the members in their family. The respondents expect, that their life should be similar to that of displayed in the feature films.

Those who rarely love to see such feature films feel that such films are always not good they become useless and monotonous. It gives a lesson how to commit a crime, how to make a loot, etc. There is absence of artistic attitude and the producers try to bring the actress with their less and tight dress. Respondents don't like such things at all.

According to them, such films are not, instructive one and have no standard at all, hence it would be better not to display it. It is unrealistic and baseless. It gives encouragement, to do the ill behaviour.

3 respondents feel that they use to go for evening walk if they don't love the film. At the same time there is no rush on streets and in the market. 4 respondents use to see it full time if it is good one, otherwise they use to close down their T.V. They also use to see it provided that authour director and actors are reputed one.

It suggests that, T.V. should display the selected feature and Tele-films. Selection should be made with due conssionsness. Selection should also be based on the attitude of viewers. People from all age groups see it and hence it should also be taken into account at the time of selection. It is necessary to maintain quality than quantity.

Women and Cine Songs on T. V. :

Out of 100 respondents 79 use to listen cine songs on T.V. and 21 don't love to listen it. Among the 79 those who love to listen it 13 wish to listen it rarely. In general most of the listeners use to listen it. 13 respondents have became fans of such programmes. The programme gives them a joy and happiness along with recreation. There are regular listeners also, and it has become a habit for them. 7 respondents use to listen chitra-mala as it produces unity in diversity. It aims on multi language and multi culture, coordination. 2 respondents use to listen it

for change in their daily life. Another 2 respondents listen it if it favours to them, other wise they closedown their T.V. 18 respondents love to listen old cine songs, while 6 don't love new cine songs. 7 respondents feel that it would be better to listen than to see it. Another 9 don't love the unrealistic songs. While 8 respondents feel that, all the cine songs are not proper to listen as well as to see alongwith all the members of the family. 3 respondents said that children use to listen it invariably by neglecting the advise of their parents. Cine songs attract the children like a magnet.

Respondents feel that, selection of cine songs is not properly made. Audience and age group alongwith their liking and effects should be taken into account while selecting the cine songs on T. V. Love Songs affect, badly on students. Subsequently song with overactions also affect, adversely on the younger generation. Cine songs on T.V. is nothing but a sexy and shallow appearance alongwith boisterous romping () Again it cultivates a low testing. Disco songs creates a severe loss to the younger generation. Experience of it, is not a pleasing one. They also feel that cine songs are useless and have no standard at all. It is futile and not recreative. It creates a cheap entertainment. 2 respondents feel that it is a the wrong policy to show the cine songs on T.V. The respondents those

who don't witness it on T.V. at all are disagree with it due to the above mentioned causes.

Women and Detective Serials on T. V. :

Out of the 100 respondents selected for the present, study 59 love to see the detective serials and 41 don't love to see the same. The question asked to the respondents that ' should the T.V. relay the detective serials ?' Answering to the question 54 respondents replied 'why not' it must be relayed'. Those who don't like to see it have not taken any objection for others to see it. According to them it depends on individual liking. Perhaps 6 respondents feel that, detectives should not be relayed on T.V. 19 respondents feel that the detectives are moderate on and should be relayed on T.V. While 2 respondents said that ' the detectives are rarely good ' and they don't give so much importance to it. According to 3 respondents detective is a different type of recreation. Everyone is interested to know the secret. It is wrong to presume that detective serials help to increase the criminal tendency.

Detective serials gives us a line of thought and gives a message against the delinquency. It inspires the intellect. Subsequently it, creates a curiosity about the police and their investigation plans. We can come to know the skills of the police

and their intellect, about investigating the secret. Tendency of the delinquents behind it is also find out. It gives all side information of the crimes.

Respondents also feel that the effects of such programmes are good as well as bad. It gives information and creates recreation and on the other side it gives rise to delinquency. It affects badly on children as stated by 7 respondents. Children may be diverted to the evil ways by it. Due to these conditions there is now growth in the extent of trauncy children. There is high delinquency at present in our country and in addition to this such serials help the people to become instant rich. No one can assure about the situation and about any body. Children always have a curiosity regarding all the matters and they remain awakened until the midnight to see the detective serials. They see it though they fear it. It all effects badly on their studies and behaviour at their immature age. Detective serials gives lesson to the children regarding the criminal tendency. It may become responsible to instigate them to develop a destructive attitude.

Considering all the facts and taking into account, the childage the Detective serials on T.V. should not be any exaggeration in that alongwith the tension creation e.g. Adalat, Khoj tensions may create cause to increase the B.P. selection of

such serials should be properly made e.g. Sherlock Homes. Detective serials also should not be so much horrible. Litigations based on facts and investigated under police departments should be relayed on T.V. subsequently a care should be taken that serials does not creat any social tension in society.

Women and Advertisments on T. V. :

Respondents involved in the study were asked a question ' Do you witness the T.V. advertisments ?' ' Are the advertism-ents necessary and useful in your daily life and ocupation ?'

Explaining to the question difference of opinions received from the women. Out of 100 respondents 30 said that, it is must for them to witness it and remaining 20 use to see it rarely. The percentage then shows that almost 80 percenta of respondents see thea dvertisements on T.V. Regarding the utility of it in daily life a respondates gave the favourable reply, 6 respondents feel that advertisements are useful to some extent.' 37 said that ' advertisements are not at all useful, and 5 respondents feel that though advertisements are not useful in daily life it gives recreation.'

Respondents feel that, the utility of advertisements depend on the viewers attitude consumer power, time or occasion and its usefulness. One can feel it useful while others not.

In general ~~is~~ respondents love the advertisements. They are good and have artistic value behind it. New ideas are involved in it. It gives psychology of society. Customers can demand the new medicines on seeing the advertisement, about it. It has become useful to the customer and gives profit, to the merchants also on increasing its sale. Simple medicines are known to the people by way of advertisement and it becomes useful to them also e.g. Kailas Jeevan, Vicks, Pudina ^Hara etc., We can come to know the new products arrived in the market e.g. Good night. Women use to purchase the commodities on seeing it by way of advertisement e.g. Shampoo, Bournvita, Nescafe, Hair remover, Clearasil, different types of oils, Colgate's cleaner stationary, Eagle Thurmas, Godrej freeze, Badshah Pan Masala, Pan Parag, Milton Cool rider, etc., They use to purchase commodities under the schemes also e.g. Nescafe bottle with mugs. Advertisements are also useful to know the market price.

Advertisements on T.V. are good to see when they are new. They become disgust of the old advertisements. They also love the advertisements on children e.g. Baby Johnson, LIC Jeevan Dhara. We can come to know the various affairs e.g. NSC Small savings, Indira Vikas Patra etc., People demand the commodities at grocery shop according to the advertisement e.g. Tea masala, Advertisements are complimentary to the professions but sometime it causes evil effects also according to doctors as stated by 2 respondents Because people use it without consulting the doctors e.g. medicines on cold and fever. Respondents

also feel that, Pan Masala chocolates, toffee, affects badly on health. Hence such advertisements alongwith cigarette and opium should not be relayed on T. V. It becomes useful to the nurses indirectly e.g. People can come to know the government health plans, family welfare etc.,

Children love the advertisements more because they are attractive. It has got a rhythm. It increases curiosity of children and they become very smart.

Profession of Beautician women have become prosperous due to the expansion T.V. They get more customers now. It is due to advertisements on T.V. Advertisements on T.V. are becoming helpful to change the traditional life pattern of women. Number of women going to the Beauty Parlours is now increasing. Beauticians have to solve the difficulties regarding the new creams, Packs and other cosmetics also. Advertisements are helpful in giving publicity to the beauticians profession. Beauticians also have to see the advertisements very minutely e.g. Hair styles, dress making colour combination, fashions etc.

Present age is of advertisements. Advertisements are necessary to remain in the competition. They are also useful to preserve and to enrich the quality. There is variety in the types of advertisements. It has got, psychological influence also.

Individual becomes fascinated at least for a while and inspired to purchase things.

On the other hand respondents also feel that, advertisements are useless. They are inappropriate. They misguide us. They are copied. There is exaggeration in it. They are unrealistic as stated by 5 respondents. According to them there is opposition to the advertisements socio-economically. Taxes go on increasing due to advertisements. Artificial need is created in the market. Customers are to suffer for the huge expenses incurred on advertisements. Customers are to face the increasing domestic expenses and dearness. It creates a loss according to 10 respondents. Parents are forced to purchase certain things for their children e.g. Maggi. Children use to immitate according to the advertisements. It makes jumbling by number of advertisements of the same commodity. Hence decision making becomes difficult. Commercial attitude developes through advertisements. Undue attraction and curiosity is made increasing about certain products. Thos who have more purchasing power can take such costly things. It does not think of a common man e.g. different types of oils, soaps, Horlicks, Cosmetics. Advertisements are shown concerning of the high class society only as stated by 3 respondents. Middle class people also do not afford to such things. Those who do not afford to it become frustrate and try to get such things through wrong ways.



Advertisements are against, the contemporary affairs and ideals e.g. dieting styles dress making, behaviour patterns etc. Infact advertisements are unnecessary because useful and good commodities sold out automatically. There is no gaurantee of the articles involved under the advertisements. It is unjust to make use of women as models. It gets anger over the showingof sexy appearance of the women. It all creates pollution of thought. It requires a strict. Sensorship for the advertisements. Witnessing the advertisnements on T.V. affect, in all sense. It disturbs the study and playing habit of children. Distructive tendency increases. A programme in which maximum advertisements are attached considered as a good programme. Witnessing the advertisements is wastage of time.

Advertisements should be there. It should reach the people in proper way. But thereshould a principle in it. Especially image of women should be shown as independent, cultured, selfsufficient, and of self respect. Only exhibiting her in a sexy model or to involve her with unnecessary articles (e.g. blad, tyre) shouldbe stopped. Though she attract or inspires society to a great extent, still then there should be politeness it it. Ofcourse in major advertisement companies women occupies major positions and they try to involve other o women in society to make their modelling for advertisements. Hence women are equally responsible for such disorder in society as men are.

Women and T.V. Programmes on Social Problems :

The respondents were asked that ' what do they feel on the T.V. programmes of social problems ?' and ' How far the programmes on T V are effective for the removal of social problems ? Answering to the question 61 % of the respondents feel that it leads to public orientation. While 34 % told that it helps to make attitudenal change. 42 % of them feel that it helps to creat awareness against, injustice. Another 35 % of the respondents are of the opinion that such programmes give us the real picture of outrage and criminality of the total respondents 20 % feel that, it leads to increase the criminality, while 21 % said that it hinderence the personality development.

20 % Respondents also feel that such programmes are useful in greater extent to solve the social problems, while 30 % feel that such programmes are useful to some extent, to solve the social problems. 40 % respondents feel that, to less extent the programmes are useful and remaining 10 % of the opinion that such programmes are not at all useful to solve the social problems.

Respondents feel that such programmes give inspiration to our thought T.V. media has reached door to door and hence it became useful to change the mind of the people. Almost all the

people living in different strata use to see the T V and it may be possible to have radical change in society through it. Number of programmes have shown that the removal of social problems has been done in society e.g. Sati Prohibition.

' Devarala Sati Matter ' was highlighted by all media and has got expected and rewarding success. Alongwith this child marriage restruint, intercaste marriage, dowary system, population growth control problems of scheduled caste are the various social problems discussed widely on T V to make people aware of it and to involve in the action programme in removing the social problems.

Such programmes are helpful to develop the thinking habit and to develop the observation ability. As T. V. is audio-visual in nature it has a great impact on the viewers.

Alongwith some positive responses there are also negative responses given by the respondents. According to them such programmes are useful to make attitudenal change and to creat, awareness about the injustice. But it has certain limits and to some extent it can be possible. Because, though the programmes became problem oriented they are prepared in the serial or story fashion. The programmes are viewed many times for entertainment e.g. injustice against, women, dowary death. It has no practical value as we are observing the same in our day-to-day life. Again it is not possible to make expected impact,

within a time of 15-20 minutes. When law is not useful the media like T V will also have no usefulness. Illitaracy and prejudice also becomes the hinderences in making usefulness of such programmes on T.V. Again the people from working class and illiterates use to see feature film and chitrahar rather than to see the problem oriented programmes. The programmes they use to see diverts them to the wrong ways and helps their children to make more criminal minded. It creats and developes habit, to witness the T V only rather than to think over the programmes. It does not help to remove the social problems but to invoke the feeling only. Subsequently T V programmes are not giving stress on how people should think over the problem but they give more stress on the removal only. Hence it is not useful in practical life.

The respondents these who feel that programmes on problem oriented are useful to some extent said that, the usefulness of such programmes depends upon the viewer's mind and attitude alongwith the impact, of traditions, customs, sanskara's made on people. It is always difficult to get, virtues and tendency fluctuates towards the evil doing. Hence only witnessing the problem oriented programmes will not help for removal of problems.

Hence it is necessary to apply the T V medium with due consideration and more effectively. It's nature should not be dazzling one but should have natural base. It should be based on culture, language and customs of our country and not on foreign base. If we want to get expected results then we have to think of the structured programmes, effectiveness of it and audience too. Usefullness of such programmes depends upon the thinking capacity of the guidance.

Women - T. V. and Attitudenal Change :

Women respondents were asked about the effectiveness of T.V. medium for making attitudeanal change. Giving response to the question 42 % respondents feel that the T.V. media is effective to some extent, 34 % respondents feel it's effectiveness to great extent, while 10 % of the respondents feel it's effectiveness to least extent.

T. V. medium according to them helps to make attitudenal change slowly but surely e.g. supertitions regarding ' Vat - Pournima '; attitude regarding leprosy etc., As T.V. is audiovisual medium it gives inspiration to our thinking. It can be useful for attitudenal change alongwith increase in knowledge and entertainment. It is no doubt effective medium provided that it can be applied in appropriate manner. In this manner it is helpful in making attitudenal change.

When ideas became fix agter 25-30 years it is difficult to creat a change in one's attitude or thinking. A person at this age is greatly influenced by theculture and traditions in which he lives. In such cases the change in out look may be possible but it is of temporary nature. Still then one can evaluate his own ideas, views after viewing the T.V. media. In short, we can improve ourself with the help of such media.

Again attitudenal change depends on the viewer's maturity, mental condition, grasping capacity and situation etc., Many a times one sided role is played by T V media e.g. problems of ' Dalit '. In this problem there two extreems the persons who are making injustice and the persons who suffer by it. There is no co-ordinating attitude in such problems. Such programmes are based only on lecturing and hence there is no reality, positive approach in it. If it has a scientific base in its programmes then traditional attitudes of the people may change and it will help us to make attitudeval change among them.

In this connection following tables will help us to make our ideas more clear.

T A B L E N O . 5

EDUCATIONAL STATUS V/S DEGREE OF ATTITUDINAL CHANGE

Change	Educational Status				
	Illiterate	Upto S.S.C.	Graduate	Post-Graduate	Total
To some extent	(13.73) 7 63.64	(29.41) 15 46.88	(33.33) 17 56.67	(23.53) 12 42.86	51
To greater extent	(12.9) 4 36.36	(26.8) 8 53.12	(35.75) 11 36.67	(26.8) 8 28.57	31
Not at all	-	-	(20.) 2 6.66	(80.) 8 23.57	10
Total	11	23	30	28	92

According to the table no. 5 degree of attitudinal change found high among the graduates in both categories i.e. to some extent and to greater extent, following that, it is high among the S.S.C. holders and postgraduates respectively in the category of to some extent.

T A B L E N O . 6
RELIGION V/S DEGREE OF ATTITUDENAL CHANGE

Change	Religion					Total
	Hindu	Muslim	Christain	Jain		
To Some extent	(80.77) * 42	(1.92) 1	(1.92) 1	(15.30) 8	50.0	52
To greater extent	(78.79) * 26	(6.6) 2	-	(15.15) 5	31.25	33
Not at all	(60.0) 9	-	(20.0) 3	(20.0) 3	18.75	15
Total	77	3	4	16		100

Table no. 6 indicates that the degree of attitudenal change whatever it may be, high among the respondents belong to Hindu religion. Their percentage is higher in case of attitudenal change to some extent.

Women and Utility of T. V. in their daily life :

Out of the 100 respondents 36 % of them feel that, the utility of T. V. in their daily life is to great extent, while it is to some extent as stated by 34 % of the respondents. 2 % of the respondents feel it's utility is quite least and 3 % of the respondents feel that T. V. is not at all useful in their daily life.

To a middle class woman T.V. has not become a thing for fun and frolic; but it has become a necessary and useful part of their life. It is useful for the women belonging to the working class, handicap, aged illiterate, and rural group to co-ordinate themselves with the changing world. Now-a-days the ability of women is not limited to their home outy but she is going ahead in the fields like education, health, occupations, business and industry etc. We can view her progress directly on T.V. and in society too. It gives guidance to other women also. Hence in appropriate sense T.V. media is most useful to women.

Injustice against, women, their problems are relayed on T.V. sometimes in the acuteform or in a dazzeling mature. Male can accept such ralities also. Hence, T.V. medium is more useful to women than to men.

She can come to know the outside world by staying in home or she can peep in outside by staying in home only through T.V. as stated by respondents. They can review the situation. They can yet knowledge, recreation and information relating to different, fields. According to 6 respondents it is very much useful for those who can not go outside their homes. They can become interested of new things and experiences alongwith new subjects. They get the information of the happenings in women's life alongwith the international scenc also. It gives entertainment for urban women and information with education for rural women . One can not feel loneliness due to T.V. It can be helpful to vanish the loathing; it is just like a friend for them. It creates the confidence among them. They can get information relating to health care, child development, personality development, home-decoration etc., A woman can see various places and views on T.V. when she is unable to travel alone to the long journey. They can not demand for entertainment, with sycophancy. She can aware of her own rights. It creates interest, about novelty.

As against the above opinions 3 respondents said that T.V. was never before, hence its absense now-a-days makes no difference. Another 7 respondents feel that T.V. is made only for recreation, no body makes use of it in daily life. As such,

T.V. cannot be useful to determine the outside world according to them. For that direct approach with outside world is necessary.

Women use to witness the T.V. to make imitation of the fashions displayed on it. They don't use to understand the thinking behind it. Viewers only use to see the fashions than to listen what, a lady tells to her. Hence the question remains that what is the use of it ? and to what extent it can be useful ? So according to them, T.V. has become a thing for fun and frolic considering with the expenses and cost.

A respondent, belong to a well-to-do family state that she doesn't believe in feminism or in sex discrimination. She use to treat both the sexes in one category i.e. mankind. Hence she does not gave her opinion on T.V. according to the sex roles. She doesn't feels that the utility of T.V. is separate for men and women. To her, it becomes useful for personality development, for all. In fact women have to struggle more for their personality development. They have to face the adversities which makes their personality more sharp and attractive. Perhaps utility depends on the understanding and the classic nature of the programmes.

To understand the issue of utility more in detail the following tables can be useful in this context.

T A B L E N O. 7

FAMILY TYPE V/S UTILITY OF T.V. IN DAILY LIFE

Utility	F a m i l y T y p e				Total
	Joint family	Divided family	Others		
To some extent	(50.) * 26	(34.62) * 18	(15.38) 8		52
To greater extent	(53.66) * 22	(41.46) * 17	(4.88) 2		41
Not at all	(71.42) 5	(28.58) 2	-		7
Total	53	37	10		100

According to the table no. 7 the major trend lies in the joint family. Respondents belong to the joint family are of the opinion that the utility of T.V. in daily life is more for them. Hence we can generalise that, the utility of T.V. in their daily life is almost 93 % considering the family type.

T A B L E N O. 8
INCOME GROUP V/S UTILITY OF T.V. IN DAILY LIFE

Income	U t i l i t y					Total
	To some extent	Greater extent	Not at all			
Rs. 500	(77.78) 7*	(11.11) 2.70 1	(11.11) 1	14.29		9
Rs. 500-1000	(42.85) 3*	(57.15) 10.81 *4	-			7
Rs. 1000-1500	(40.) 4*	(50.) 13.51 *5	(10.) 1	14.29		10
Rs. 1500-2000	(50.) 6*	(41.67) 13.51 5*	(8.33) 1	14.29		12
Rs. 2000-2500	(50.) 5*	(30.) 8.11 *3	(20.) 2	28.57		10
Rs. 2500-3000	(45.45) 5*	(54.55) 16.22 *6	-			11
Rs. 3000 Onwards	(64.5) 26*	(31.7) 35.14 *13	(4.88) 2	28.56		41
Total	56	37	7			100

According to the table no. 8 there are seven different categories of income group. Relating each income group with utility of T.V. in daily life we found that, the utility to some extent found more among the income group of Rs. 3000/- onwards followed by Rs. 500. It is rather surprising that onelowest income group and other high income group have shown their feelings in similar manner. Again utility to greater extent also found more among the income group of Rs. 3000 onwards. Perhaps we may assure that out of total 100 respondents nearly 93 % of them favours the utility of T.V. in their daily life considering their different income groups also.

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