

CHAPTER-SEVENROLE AND EFFECTS OF MASS MEDIA:The Respondents World View

In view of the media selected for the study i.e. Radio, Television and Newspapers, the respondents opinions in the integrated form or in a consolidated manner are given with the help of the following tables. These tables show as the utility of all the media in the life of the respondents, their day-to-day affairs, their attitudes and behaviour and so on.

TABLE NO. 1USEFUL MEDIUM IN FAMILY LIFEANDRELATED IMPORTANCE OF II.

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A) Useful Medium	Newspaper	Radio	Television	All media	Total
	30	18	51 *	17	116

B) Mass Media-	Yes	No	Not	-	-
Part & Parcel-			responded		
of your life	89*	8	3		100

C) Attitudinal &	Some extent	Greater	Not at	-	-
Behavioural			all		
change caused					
by Mass Media	50*	46*	4	-	100

D) Adopted ways	Wider	Wider	Social	Social	
through Med-	Publici-	range of	circula-	Partici-	
iums to solve	ty	discu-	tion	pation	
the social		ssion			
problems	28	63*	35	51*	177
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Table No.1 indicates the following major trends:

A) Television is comparatively a most useful media for the 51% of the respondents. B) 89% of the respondents are of the opinion that Mass Media has become a Part of Parcel of their life. C) In general 96% of the respondents feel that mass media is instrumental for Attitudenal and behavioural change taking place among them. D) 63% of the respondents are of the opinion that wide range of discussions should be made to solve the social problems: while 51% of the respondents feel that social participation should be given priority to solve the social problems.

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- NB: 1. Figures marked with asterisk mark indicate salient features on major 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.2
FAMILYTYPE V/S USEFUL MEDIUM

Family Type	Useful Media			
	Newspaper	Radio	Television	All Media Total
Joint family	(28.81)*17 53.13	(10.19)6 33.33	(44.6)* 26 54.17	(16.94)10 52.63 59
Divided family	(29.55)*13 40.63	(18.18)8 44.45	(43.18)*19 39.58	4 21.25 44
Others	(14.29) 2 6.24	(28.57)4 22.22	(21.43) 3 6.25	(35.71) 5 26.32 14
Total ..	32	18	48	19 177

According to the table No.2, 17 respondents living in joint family feel that newspaper became on useful media for them, while 13 respondents living in divided family feel that newspaper became useful media for them. Regarding television 26 respondents living in joint family and 19 respondents living in divided family feel that television became useful for them. Radio is rather negligible before newspaper and television, now-a-days.

TABLE NO.3

AGE GROUP V/S ATTITUDINAL & BEHAVIOURAL CHANGES

Changes	Age 18.25	Age 26.35	Age 36.55	Age 35 onwards	Total
Some extent	(8.33) 4	(27.8) * 13	(54.18) * 26	(10.41) 5	48
Greater extent	(26.31) 10	(44.74) * 17	(21.6) 8	(7.80) 3	38
Not at all	(25.0) 1	(50.0) 2	-	(25.0) 1	4
TOTAL.	15	32	34	9	90

It appears from the table no.3 that there is attitudinal and behavioural change among the age group of 26-35, (30%) while attitudinal and behavioural change among the age group of 36-55 years. is 34%. In all the age groups (96%) due to the media effects.

TABLE NO.4

RELIGION V/S ATTITUDINAL-BEHAVIOURAL CHANGES

Changes	Religion				Total
	Hindu	Muslim	Christian	Jain	
Some extent	(81.64)* 50.0 40	(2.4) 33.33 1	(4.8) 100.0 2	(12.24) 40.0 6	49
Greater extent	(76.8)* 43.75 35	(4.35) 66.67 2	-	(19.57) 60.0 9	46
Not at all	(100.0) 6.25 5	-	-	-	5
TOTAL..	80	3	2	15	100

Table no.4 indicates that there is attitudinal and behavioural change among the Hindu respondents. (75%). In all there is 95%. attitudinal and behavioural change among all the religious groups from which responses are collected.

TABLE NO.5

MARITAL STATUS V/S ATTITUDINAL-BEHAVIOURAL CHANGE

Changes	Marital Status				Total
	Unmarried	Married	Widow	Divorced	
Some extent	(20.93) 9 25.71	(58.13)* 25 49.3	(13.96) 6 60.0	(6.98) 3 75.0	43
Greater extent	(45.38)* 24 68.57	(45.38)* 24 47.5	(7.52) 4 40.0	(1.72) 1 25.0	53
Not at all	(50.0) 2 5.72	(50.0) 2 3.92	-	-	4
TOTAL..	35	51	10	4	100

According to the table no.5 there is attitudinal and behavioural change among the unmarried respondents (33%) while(49%) change among the married respondents. In all, there is 96% attitudinal and behavioural change among the respondents belonging to all marital statuses.

TABLE No.6

EDUCATIONAL STATUS V/S
ATTITUDINAL-BEHAVIOURAL CHANGE

Change	Educational Status				
	Illiterate	Upto S.S.C.	Graduate	Post-Graduate	Total
Some extent	(10.64) 5 41.67	(17.2) 8 34.78	(34.4)* 16 48.48	(38.30)* 18 56.25	47
Greater extent	(14.29) 7 58.33	(30.61)* 15 62.22	(30.41)* 15 45.45	(24.49)* 12 37.50	49
Not at all	-	-	(50.0) 2 6.07	(50.0) 2 6.25	4
TOTAL..	12	23	33	32	100

Table no.6 indicates that there is 31%, 30% and 23% attitudinal and behavioural change taking place among the respondents belong to graduate, Post-graduate and S.S.C. educational qualifications respectively. The change as caused by the media selected for the study. Overall percentage of attitudinal and behavioural change among all the educational categories is 96% as shown in the table.

These consolidative responses help us to take into consideration the information about case studies. The seven case studies mentioned here after will give us the detailed line out of the media effects as well as the suggestions made by the cases selected for the study in connection with the media influence. The selected cases belong to the different age group, educational qualification, socio-economic conditions and different types of occupations etc. By that we can come to know the rewarding experiences and suggestions from all corners of life.

Case No.1: Dr. Tara Chintaman Bhawalkar, Age: 47,

M.A., Ph.D., College Lecturer.

This respondent lives in a typical type of family with her sister. Typical in a sense that neither joint nor a nuclear family. Both, respondent and her sister are unmarried. Both have completed their Post-graduation and the respondent herself got the Ph.D. in Marathi. Her mother tongue is Marathi and she belongs to Hindu religion. She is unmarried and serving in a reputed women's college with monthly income of Rs. 4,000/- only. She is deeply interested in the study of Marathi literature especially in Marathi drama and Folk Literature. A studied personality, the respondent often gives direction to the Marathi drama, played some roles in Marathi drama. Some

published work is also credited. She has a keen interest towards the social facts and has a minute observation capacity. She has a fastidious tendency and tries to preserve her dignity in society. A sort of different type of personality she has created. She has published about 125 articles in newspapers. Reading newspapers is part and parcel of her life. Among the newspapers her favourite is 'Maharashtra Times'. Other newspapers are available in college. According to her opinion, news papers are helpful to create the positive attitude towards the worldly events. One can become inquisitive by it. Her opinion is made after having taken the factual information with balanced attitude. We think over the various aspects of life as a result of new information received by the news papers. In general, she became regret about the anxiety caused by the Political events, sensational news, social problems covered by the news papers. She feels that, to organize social system better, the constructive attempts should be made to cast away destructive attitudes, parsoness, blind belief, dowry system, corruption etc. Because only laws and rules can not be helpful for the change in society, but it requires thoughtful attitude. This may achieve by news papers and T.V.

As T.V. reached in home, radio programmes are less listened. Working time is passed with radio in the morning.

She listens programmes like news, AIR drama, speech serial, Konkani Programmes and rarely Vividh Bharati and Special Programmes on women. e.g. Grihini, Vanita Mandal etc. she used to listen such programmes previously but not at present. Because radio listening is not useful to change one's self outlook as she told to me. Of course this change will be made by radio in rural areas very effectively. Except some programmes almost all other programmes on radio are boring ones. She participated in radio programmes like, Play reading, debating, discussion, feature writing and gave some talks also.

To her, radio is now thrown away out of city life and remembered only at the important events or specific, sensational happenings.

T.V. medium is not also favourite to her. TV news and some sponsored programmes she witnesses. It is vital in sense. She likes T.V. news because events can be seen directly. Otherwise T.V. programmes because as entertaining ones. T.V. programmes rarely become genuine. Many a times they are exaggerated and not useful too. Entertainment seems to her fruitless. These programmes are intoxicating mentally. It lacks high creative values, and has no interest towards producing standard programmes. T.V. programmes instigate people to become more utopian than active ones. It takes away the people from reality to wellness. It has got a debasing and artificial nature.

Programmes on social problems should create awakening among the people as well as awareness against the injustice. But though the T.V. medium is useful to have a change in the attitude still then it is not used in the proper manner. It has more potentialities but it is lacking in sense of humour. It is rather difficult to have a value change through entertainment. The producers should take into account social structure and value differences while giving dazzling publicity to the social events, its propaganda and enlightenment there in. It is essential to them to take care about the programmes they are producing and different levels of the people, otherwise these programmes will remain only of propaganda nature or artificial, false, tasteless and a plaster to the solution of a problem. Propaganda is temporary but values take time to change hence the presentation is not effective. Programmes come to an end when values get impressed on the mind. The success of the programmes depends on how far one becomes restless, and considerate. It results to create a social circulation.

The programmes for women as health, education and about women's life accommodate general information only. But some of the programmes are so selective and significant in nature that one can not imagine how far they reach to the winds of human being. It would be better to play actually than to witness the sports programmes. In this context she doesn't like Cricket, and Bridge,

subsequently the cine songs and line-serials too. Songs are good to hear than see. Songs with scattering style never likes to her. In general, she dislikes the picture in theatre as well as on T.V. ofcourse she witnesses a play it is good one. Some regional filmes and some Telefilms are good. Serial stories are based on poetical composition. (Puran) and displayed in the modern manner. Among these stories only someone is of seeing nature. e.g. Ramayana, why it be came so popular ? she told that, it has less social concern and was presented once in a a week like 'Dashavatari Play'. Advertisements displayed before the specific programmes are more impressive and when they are new one they most impressive. Tin agess do like it because they have the more catching capacity. Perhaps Sociol-Economically there is vast difference in it. Advertisement creates artificial needs, but if commodities are not gained then frustration comes on. Taxes on commodities go on increasing and it encourages a dearness.

All the three midiums are useful to their own accord, according to her opinion. Importance and usefulness of each one is different and it is required accordingly. News paper seems to be more important useful to her. She has a habit to read it . It gives information at any time. Topsyturny reaction gives a way to reasoning.

In general, Mass media should be come a part a parcel of women's life. Though the women grown up by age still them most of them are backward by mind and intellect. Is it called culmination ? The usefulness of these media depends on the status and imagination power of the women. Media becomes very useful for middle class women, but there is nothing new to the working women. They know the society when they comes out of their home.

She participated many a times on T V programmes also. Due to the above mentioned facts she is of the. Opinion that these mediums are more useful in her personal life and useful for personality development.

Case No.2: Tarkeshvari Vrajilal Shah; Age: 25,

B.Com. Beautician.

The respondent is young, unmarried. She belongs to a jain community and lives in a jointfamily. Her mother tongue is Gujarati. Her brother runs a grement shop. In all there are 9 persons in a family. After getting B.Com. She completed a diploma in Beautician, She earus Rs. 600/- to 700 per month. Business is main progeession of her family. She is a best sports girl and participated in inter collegiate tournaments.

She is regular reader of news papers, she likes to read i it. viz. Pudhari and Chitralekha in Gujarathi. Politicians are

not getting a proper way, was her opinion on reading the political events in the news papers. She prefers to read cine advertisements and sees the picture if it is good one. Her attention towards the classifiends is more on 'Wanted' Column. She reads a review on films and a suppliment too. There are blind beliefs among the contemporary social problems to a great extent. We have to follow it. On women the obligations of such traditions are more than men. She thought that, 'If she were born as a Son !' it would have better. Being a girl she looses her chances in sports. There are obligations f from home as well as from society. She cannot develop hereseff as of boy's.

Youth is diverting towards delinquency and smuggling be cause they want to become instant rich without making any hard work. In process they become mis-step. Newspapers became useful in dereloping general know ledge, getting information about sports, development of the parlour, personality development etc. Her sister used it for her 10th std. Studies. It is use-ful to come across with many subjects by staying at home.

She likes to listen a radio. She listens vividh Bharati, Srilanks, Sangli centre etc. and likes to listen songs, plays, vical music, thoughtful speeches etc. Old songs are more favourite to her. Radio programmes helps to make a

change in attitude. It also helps to understand that there is a distinction in concept and facts as well as how to behave with neighbours and in society. It is useful to know the difficulties come across in life and how to solve them.

The programmes transmitted on T.V. are sometimes factual, daggeling and sometimes seems to be exaggerated. They are less informative and entertaining. Health programmes on T.V. are useful. She is interested from the beginning (She has a habit,) in the exercises. To know Yoga and Aurvedic treatment T.V. is useful. It also provides information regarding hair care, Skin diseases and treatment, individual and public health, women's accupations while staying in hourse, e.g. beautician, catering, cradle home, sewing, knitting, cmbroidery, painting, etc. It helps to develop the personallity.

Advertisements on T.V. are more useful she likes to witness it. While seeing programmes, minute observation is made of the hair style, colour combination, fashions etc. In India still the women are careless about themselves. But automaticully the beauticians accupation is be coming famous by the expanssion of T.V. Beauticians gets more customers in process. Customers have difficulties about hanew styles, hair dryer, creame, steamers packs, shampoo soups etc. and beauticians have to solve these. This procedure encouranges the customers to take the treatment.

It appears that how the stereotype life and thinking Pattern is changed. Now the women come to us without any hesitation along with their kinds also. Advertisements become more attractive and there is rhythm in it. Household wife gets aware about the new things, new arrivals and where she purchase the same in the market.

She likes films on T.V. Espaciully films displayed are on social, family outlook. She likes the old film songs but the selection of it. Seems to be imporper. T.V. serials are thought provoking and like a guidance to women. It gives a way un knowingly. She likes sports programmes on T.V. very much e.g. Budminton, Table Tennis, Kabaddi, WOS etc. of course she is a player. Ditectived are favourite to her, but it becomes surprising to this aears as it diverts them towards evil ways.

Programmes dominated by problems (reats a change in our attifude. T.V. medium appears to her veryuseful. Discussions seminars should be arranged frequently to solve the problems, and Social participation should also be given impòrtance. All the mediums are capable to reate a change in society to their own accord. Media dismakes effoats for that. Peahaps its seccess depends on how one can utilise it. She remarked that, self development depends upon one's own capacity.

To her, news paper medium seems to be more useful. Because it gives a wide ranging information from Maharashtra, Gujarat, and India too.

Case No.3: Sonabai Yashvant Yadav; Age:40.
Housewife.

The respondent belongs to low income group. She belongs to Hindu-Marbar family. A widow and educated upto 5th standard, her mother tongue is Marathi. She lives as a tenant. Her married son works as worker in steel furniture workshop. Total income of her family is Rs. 500/- only per month and for livelihood she has to work a job-woman.

She seldom reads news papers. Where she works as a job-woman she use to read satyavadi, kesari if possible. It gives information about daily events. She does not read out the scientific information and classifieds. Political events to her creates unhappiness. Rarely reads sports news and gets information about the tournaments so as to encourage the kids to participate invit as her kids got prizes in the sports events. She likes to read stories and poems given in the suppliment. There is in general ignorance in her society about the current social problems blind belif, dowary, women Liberation, mouchas etc. Hence they are away fromit. She feels painful on reading the news about currception, rape etc. as these tendencies divert the people towards deviant behaviour. As smuggling, vice, dearness etc.

increases the delinquency goes on increasing. If gives grief over the matter that the people from all walks of life are involved in it. Government should take a strong action against it. Noble thought are given in the newspapers and after reading the same she tells to her children to read it.

She listens radio rarely and listens only sangli station. Morning songs (Prabhatgeet) and Meditation (Chintan) are the favourite programmes to her. Morning programmes are rather good one. Radio creates entertainment. Mind becomes delighted by radio listening in the morning. It encourages to hear something new and to do something accordingly, But her job comes in the way and disturbs her of using the same.

She belongs no T.V, hence many a times she goes to the neighbours or at Job-Places and watch the T.V. ofcourse she regularly watches Ramayana. T.V. is entertaining for her. Her son does exercises as per T.V. programmes. She does not see the programmes like Health, Women, Sports or detective Serials, and also away from seeing the advertisements on T.V. She feels the advertisements of no use and copied one too. She has no interest in film-songs hence she does not see the same and it is useless to her also. It gives no entertainment. Films and serials which are domestic one are favourite to her. Programmes on T.V. relating to the social problems have no expected

good effects of influences but have evil effects in society. It affects badly on children as they become addicted or Vega-bonds, Delinquency also increases.

She feels that all these media should give wide publicity to the social events. T.V. is notatall useful for women and was never useful before. T.V. is best indol for fashions.now. Women only observes what fashion the announcer has made rather them to listen her annourcement. Hence what is u use of it.

Still then these mediums are useful to some extent for creating attitudinal and behavioural changes. Today the media has become a part and parcel of life of women. News paper medium becomes every useful to her family because she can even purchase it, one can afford it. It can be read as per our convenience. It gives all type of information and we may read what we like to read.

Case No.4: Shareemant Padminiraje Patwardhan, Age: 65;
B.A.,LL.B.

The respondent belongs to a highest family in Sangli City as a ruler of the Ganapati state (Rajmata of Ganapati Sansthan). Her mother tougue is Marathi and she is well educated got B.A.,LL.B. degree. She is 65 years of age.

She possess attractive personality, interested in literature and good to all. Writing, reading, music, dancing, Singing, gardening, horse riding, swimming and various other hobbies found in her. She too use to teach illiterate in her leisure time. Though she is born in common family she has experienced a lot, pleasures and pains equally. She quotes that though she had to face contrary situation her personality became more keen due to such adversities. She contributed a novel named 'Deepshikha' and wrote number of articles. She participated number of occasions on radio and T.V. Her two grand-daughters became very famous on a T.V. serial Viz. 'Kacchi Dhoop'.

News paper reading is much for her she has a interest in local as well as global happenings. She is use to read Times of India, Indian Express, Economic Times, and in Marathi Maharashtra Times, Loksatta, Sakal, Kesari etc. Though she is not active participant in politics still then politics is her interesting subject. She said that, now a day's politics lacks honesty. People are becoming more power and money minded. If politicians are honest with the people then there is any hope of common man's rights. 'There are qualities, without principles and degrees without studies' she remarked on the present situation. She also told that, she has a scientific outlook and interested in such things. Stories and poetry given in the news papers has

no standard. She is disinterested to read sports news. But the new a faith on horoscopes. When there is a break down of mind one has to be faithful on horoseopes. Of course she doesn't believe such a type of matter given in the newspapers because she is of the opinion that the writer of the horoscope matter is not an extent, one always. She remarked that the classifieds given in the newspapers are useful one and the advertisements on films, sale, auction sale, tougs, hoursing facilities, jobs bridebridegrooms etc. are useful too. She likes to read the advertisements on plays.

She doesn't feels surprise on reading the contents about, current, social problems, bling beliefs, dowarsystem, marifal problems, corruption, rape, marder, smuggling, drugs, dacoities, etc. This is not an accident because people from all walks of life are involved in it. It is a practive from the past. Rape, marital problems, injustice against women were the problems in the part also, but those were not disclosed discussed in society. She gave her opinion that such problems should not be discassed at present also be cause it has adverse effects on society.

Seets is still an edeal before us. It is just an accepted principle in society that society should make injustice against, women and they have to tolerate the same. To shed tear is the only desting of women and they have to beg for shetter in society.

Such a type of news is deliberately printed in the newspapers and readers read it with great interest is really painful for her.

She listens radio especially sangli and B.B.C. Stations. She likes to listen on radio morning songs, news, radio play, and talks. Indian vocal music is favourite to her. She has a practice to listen B.B.C. for so many years which creates in her the interest about the English. English does not appear to her as a foreign language. She is very fluent in writing and reading English and in dialogue too. It creates in our mind a modern thinking, scientific attitude etc. Financial bulletin helps to know the stock position, valuation - devaluation of commodity, etc. English bulletins and B.B.C. helps us to hear the voice of world leader like Thatcher, Regan, Gorbachev and their attitude. It gives us the information about weather and world's most important events.

She also likes to witness T.V. programmes. It is entertaining without any prejudice, or intention she watches T.V. programmes and her attitude towards watching the same is art for art, Exercise on musical system seems to her inappropriate. There are good guidelines regarding exercise, health etc. and women should participate in all events of sports and exercises she remarked. No one should bother about anybody's comments. One must develop

his or her own personality on self fooling. Healthy body, healthy mind and sporting spirit, is the real wealth. These is always opposition to any matter at first but its intensity goes on decreasing afterwards.

Feature films on T.V. are considerate one. It is good to see once in a week, but should not be hournful to disturb the routine life. She likes serials and ditectives. Such type of programmes are helpful in providing the actors to film world. There is nobody to tell us in the present unclear family about the good and bad. Old film songs are rather good. Of course she is disinterested in filme song. Such songs should not be witnessed and listned by the children she asserted. To her, this is very wrong policy and totally she disagrees with it.

She is of the opinion that there should not be any special programme for women as such. All the programmes should be common for all. The media should attempt, to provide equal status to all. There should be division of work or labour. She is not feminist, one. She tells that she is a human and she does not take any reaction according to sex. She like the programmes on T.V. such as, Kamgar Vishva, Gnyandeep, Gappa-Goshti in Marathi.

There is a great relief by T.V. We can establish wide contact on international level white setting at house also.

There is a scope for improvement at all levels. We must take a comprehensive view and then create our own opinion.

Programmes relating to social problems on T.V. are helpful in creating awareness among the people. It helps to create a change in attitude. But the presentation of such programmes should not be a dazzling one. There should be naturalness in it. In this sense T.V. medium is most powerful one. There should be discussion, dialogue, and actual participation in solving the social problems at large. Whatever the methods available we must adjust with it. One should handle the available methods with sense of responsibility and should study social structure very carefully. When these mediums should not be misused then only will be useful for women. Again, these mediums no doubt are equally useful and important in the life of men and women or may be more important considering the life of women.

Case No.5: Tejswini Ajit, Suryawanshi; Age: 30;

B.A., LL.B. Advocate.

The respondent belongs to Hindu-Maratha religion. By profession she is Advocate (Pleader). She is thirty, married and having B.A., LL.B. degree. She lives in a joint family. Her parents-in-law are freedom fighters, and her mother-in-law is a social worker. Family atmosphere is free and frank. All are educated in family. They have farm. In Sangli they owned house and their financial position is prospering one.

She regularly reads newspapers viz. Kerari, Loksatta, and some local papers etc. According to her, there is instability every where in Politics. Commercial attitude is valued than principles. Politics has become a compensable, compromising. All the parties are disturbed by groupism. Betterment of nation and society is becoming secondary by this havoc. Newspapers carry in one column scientific and technological progress and on the other blind belief, traditionality, suicide of a bride, sati, human sacrifice etc. It creates frustration. It is essential for newspapers to give publicity to these problems, and to have an extensive discussion over it. Because women are given still a secondary position. Though there is equal legislation it is not effective as expected. Thinking level of society is not yet developed. Changes if occurred in social structure will help to give the equal rights. Conventional thinking should be ruined. News should be related with what is happening in society, how much the delinquency is increased, what is the way out of it and the reformative measures applied to change the behaviour of the criminal etc. Unemployment, absence of control, surrounding conditions, absence of ideals, are the responsible factors in giving birth to the problems like drug addiction, smuggling etc. Crimes and criminality is always increasing. This creates worries in our mind about the future generation.

It is the commercial view of the newspapers to give

stress on sensational news, by which they can increase their sale. We look to these news with our professional attitude. Though there is a legislation against it the investigation is not made properly, criminal offences are also not investigated with due interest. Politicians support such things and put pressure on the investigators. The Moral standard of society in general is becoming impoverished. There is no respect for morality. Murder, Rape has become a practice in society. Inefficient government machinery is also responsible for increasing such deviant tendencies.

She dislikes to read horoscope, sport news. Advertisements occupies most space in the newspapers at present.

With giving the above opinion she is of the attitude that newspapers are essential to cultivate our mind. Educationally it is good, and interesting for all members of the family. One should make efforts for individual and social development through reading newspapers. One can become alert by reading the national, international changes and related news. We can become generous and rational by it. It creates a judgement regarding our behaviour, our attitude, our approach. The paper gives us the knowledge about what to do and what not to do. Newspaper is essentially important for her because she comes with contact with people by court affairs.

She listens radio only in the morning and listens specific programmes only e.g. morning songs, news, Vividha Bharati. Radio is an important medium for social awakening. To a great extent it is helpful in heightening the level of knowledge. and useful in making change in our attitude.

She use to see television for an hour for knowing daily events. T.V. medium is useful for getting new knowledge and helpful for social awakening. T.V. programmes are factual and informative. She likes the programmes such as news, science programmes, Quiz and Specially educational programmes. Health and Nutrition programmes are useful for her too as she can apply the same information in daily domestic life.

Filmsong on T.V. is favourite her. Some times a song only is helpful for the understanding of whole film. Nowadays, many films are worthless. She completely dislikes the gesture and hero-heroins tight dresses. It is beyond reality. Only exceptional pictures are interesting and useful.

T.V. serials are instructive. It creates awareness of the social problems. It helps to solve the complications of the interrelations in life. Detective serials should not be displayed as tininess waits for it till night. It affects in the childhood stage. She regularly seen Ramayana serial. It

makes a compulsory to see the advertisements at the time of good programmes. Programmes on social problems provokes public awareness. Realities relating to injustice, crime, outrage etc. can come to know by T.V. serials. Perhaps it is less useful in actualities. Many programmes are shown on Leprosy and it creatats to remove misunderstanding in society and affection towards the problem. Especially T.V. is most useful for women intheir daily life. It is difficult for them to go outside home and hence T.V. is most entertaining and educative to women while stay at home.

To her, news paper medium is very useful of course all the mediums are part and parcel of the life of women. Without it there is distraction for them. The media ables to change one's sttitude and behaviour to a great extent. She feels that these media should adopt the all possible ways to remove the outdated traditions, unventions religious faith which is evil to the society and individual.

Case No.6: Shantabai Dhondiram Kasar; Age: 46;

Small scale worker.

The respondent belongs to a lower income group of Rs. 500/- only. Educated upto 3rd standard only and a widow belongs to Hindu religion. Her mother tougue is Marathi and by caste she is Kasar (A maker of glass bangles). She lives in a joint

family in which 13 persons are living of course she lives at her brother's house with her two sons and tow daughter. She runs a small grocery shop in a market place. Previously she was living in a village. She passed her life in illiterate family. After passing away of husland she ran to her brother in sangli and started to run her own business.

She use to read 'Kesari', a Marathi newspaper regularly. If there is leisure she reads other newspapers also in her shop if available. Her reading habit continued due to the newspapers. Otherwise she could have forget writing a reading. This is the important use to her by newspapers. She does not read news in politics, science, sports events and about advertisements, because it is beyonnd her reach. But she regularly rends the news about. current social problems, dowary, marital problems, currupcion, rape. murder, drug addiçtion and advertisements about, films. All this is shocking to her and she becomes afriad to send her two sons outside house in such a deviant atmosphere. Her elder daughter was sent by her husband immediately within of month after the marriage to the parental house. as he left away to her. The i ncident occupzed six years ago. Extentive harassment was given to her daughter. e.g. not to give sufficient water to her bath, not to give adequate meals, oil and soup for dearliness etc. She is worried then after reading the news about dowary death. She has a faith in prediction, hence interested in reading it.

She herself doesn't listen radio but it is always on. Radio programmes are less heard with arrival of, T.V. She likes to listen Marathi, Hindi songs and Kirtan. It entertains her. Radio was most effective previously. This enabled her to come in city. City atmosphere helps to educate her children and to make a progress. But she still feels that the old village atmosphere is no doubt good one.

To her, T.V. programmes are based on beauty and are entertaining. She sees it for three hours a day. Feature films, film songs, serials and detective serials are favourite to her. She watches cricket match by closing even a shop also. Previously all they were used to see cinema but after arrival of T.V. in home it is seldom to them. Nearly 150 Rs. they are saving in process. It is better to have an entertainment while staying at home instead of rushing for tickets in a mob. All the members of the family are getting together at least for few time due to T.V.

Programmes transmitted on T.V. are less useful in creating change in the attitude towards the social problems. Hence these media should give vivid publicity to social events.

T.V. medium is most useful for a family of course all the media are helpful in giving information to women regarding family treatment family welfare, education, cooking methods,

art etc. especially to the illiterate women. Hence she feels feels that media have become part and parcel of her life or enential in every walks of life.

Case No.7: Salama Hasain Shirolkar; Age: 40;

S.S.C., Social Worker.

The respondent belongs to Moslem community and lives in a joint family. She is forty, married and educated upto S.S.C. A Social worker, lives in a rented house. Her husband and sons runs a small bicycle shpp. She is a bold and adventurous by nature. She asserted that there are number of problems of the Moslem women and one of the leading problem is divorce (Talak). Similarly because of number of off springs they are unable to take any interest in other than the domestic work. They have no habit to think about themselves or about the family. She fels that the women in Moslem community are backward. Islam has extended more rights to women but they are unable to eyplot, the same. Though the respondent belongs to a lower income group and less educated still then her husband and mother-in-law are encouraging her for the social work she was undertaken ofcourse in the initial stages she was apposed by her home and society as well. But now she is supported by all in her family and community when she gave a justice to number of women. Since then people believed in her work. In home also she is inspired and helped for her humanitarium work. This sort of cooperation helps her to go anywhere at anytime till

the court gives decision. She doesn't afraid to do so. She is protected by police or people but she refuses it. She does not worry to the threatening of others and accepts the challenge to go through the cases on her own daring.

She reads newspaper regularly especially Marathi viz Kesaro, Agradoot, Pudhari etc. It helps to get, the information about daily events and by it knowledge can be increased. She said that politicians concentrate more on power politics than social work. Common masses are suffering by dearth, diseases etc. They are not satisfied with their basic needs and hence out of it many problems are created. But politicians deliberately not giving much attention to this and they force to newspapers to edit, such type of news so as to people should divert their attention towards the other things and forget their pains. She doesn't like to read scientific columns and foretelling. She has no faith on foretelling. She likes to read short stories, poems, advertisements but to do so she has no adequate time. Caricatures are favourite to her. She becomes angry upon blind beliefs, dowry etc. and hates the total social system. Society should not make injustice on women. Of course she doesn't believe on women liberation. To take any action against, husband is not acceptable to them. People of her society. Hence she can't dare to do any action for such women. She becomes angry upon the news like corruption, murder,

delinquency. There should be strong legislation and government system to control these. Criminality has become a practice now because no proper investigation is made of the criminals and then are released on surety. She as a social worker, force to such cases approaching to her to register it into police file and give the details regarding the matter. She settles the marital problems also. Bribe system in the society is taken to the bosom than to punish. Injustrice with women, rape, murder should be defanced by women before all. Only 5% crimes are taken out and 95% are ended with no results; the injustice continues against the women. For this women should become bold, only to shed tears is not the remedy on it. In old days women remained to be keep mum, they blanced their destiny, but now they got the direction. So wise people should support it, and should take lead to launch a movement for public awakening, they should write articles for it. Police and women's organisations should come into contact and should work land in land. There is misunderstanding regarding women liberation that the movement is autimale one, but such a confined role should be deleted. Still the women are rather ignorant of the injustice, equality etc. e.g. satitradition, dowary system. In 1987 there were 217 cases of the dowary in Sangli district, only. Social workers should held demonstrations against it to create a communal pressure. None is aware of women's problems. For males it is negligible question,

and they don't feel that there are the serious questions. They remain aloof to these problems. In this regard there should be social awakening in society. One should involve in it. Man should get excited against the criminality. Such efforts should be made right from childhood. We must prohibit the deterioration of moral values etc. Government machinery should be made applicable in proper ways to control the evils. There should be common action to destroy the liquor groups. But in practice they are received new licence immediately, and social workers can nothing to say on it, our efforts become useless, she asserted. Police even denies to note the complaints or crimes. Criminals are released immediately due to inadequate proof. Loose and broken government administration encourages the criminals. Police are becoming more corrupt, According to her opinion.

About the advertisements she said that, we should outbrek against the obscene advertisements. It is understood how to propogate in slum area to eradicate blind belief, to form Mahila Mandal, Balvadi, to make them clean etc. by handling the newspapers. She felt it is necessary for all women to have a ' Mahila Nyaya Andolan' while reading an injustice made against the Moslem women viz. Shanaz Shaikha, a dowry case in the newspaper. Newspaper gives us a way to take action against such problems with great courage and inspiration. Again newspaper helps us to understand different

attitudes and thoughts of the people. For social work, news papers provide relevant information.

She listens radio approximately for two hours a day. She preferably listens Sangli and srilanka station. Natya Sangit, Songs, Plays, educational programmes are favourite to her. She herself played a role in drama. She feels radio listening gives a more knowledge and it is an important tool of social awakening. It gives us a new direction to our thoughts and ideas. Socio-religious attitude also changes according to radio programmes.e.g. blind belief, out dated traditions and thinking is left away by it. Radio gives useful information regarding the works undertaken by women's organisations, occupations women can run through the programmes on women can run through the programmes on women. It is useful also in the sense of Science, interviews, education etc.

Television is also a new impressive medium of knowledge and social awakening to her. It is entertaining and gives information about daily events. She witnesses T.V. round about 3-4 hours a day. Break Fast programme, Marathi-Hindi news is her liking. Educational programmes are useful for children. Subsequently home decoration, flower arrangement, Exercises, sports are the other useful programmes. Generally all the programmes on T.V. are useful and realistic. Social work and

such realistic programmes resemble same. It gives encouragement to undertake such a work e.g. serials like Our Bhi Hai Rahe, Kashmakash, Adhikar etc. It, gives guidance to us to tackle the women's programmes. The programmes like Sunder Maga Ghar, Ghar-Bahar, Palavi, Arogya Sampada are also favourite to her. Films and film song are good one. They are instructive. She likes detective programmes and such programmes should be transmitted on T.V. It helps to find out criminals in society. Ofcourse those who are timid feel that it may help to increase crimes.

Programmes relating social problems on T.V. helps to awaken people and attitudinal change. It gives a real Picture of injustice and delinquency. Hence she feels that such programmes are helpful to some extent to solve the social problems in society, e.g. sati tradition, hair sowing etc. and highlighted on T.V. Perhaps, instead of showing such programmes only on T.V. there should be debate seminar also and importance should be given to social participation. Then it will produce good results.

T.V. medium is useful to her individually and to her family also as it gives information regarding education, sports, exercises, homedecoration, business activities etc. She saw Ajmer on T.V. by staying home only. She herself donated blood and enabled to give others too. Hence T.V. is most useful to her.

Ofcourse all the mediums are useful in great extent to make change in our attitude and behaviour. The programmes should cultivate the tolerance and national feeling. One should not be obstinate in society and everyone should try to cultivate cooperating attitude women should become active. There are unnumber of problems in society like, working women and their children, dowry, Juvenile delinquency, problem of aged people, family disorganisation, vices etc. Women can work on these fronts and share the responsibility to tackle such problems.

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