

### C O N C L U S I O N S

Media Plays a crucial role in the functioning and change of any society. Both the forms of change and opposition utilize different forms of media to suit their needs. Modern technology has vastly increased the outreach of media and made its centralised control possible.

The media provides a particularly appropriate evidence of the intertwining of patriarchal attitudes with a profit oriented commercial society - an enslavement that debases women.

A very significant feature of the media in India is that the Broadcasting and Television are in the public sector while newspapers are predominantly privately owned media. For privately owned media profit and marketability are the major considerations. However some of the National and Local newspapers are an exception. Objectives like information, education, improvement of the economy or value change are given significance so long as they serve the purpose of profitability. While the publicly owned media could be expected to impart information, generate motivation for attitudinal change as well as entertainment.

In order to evaluate the media and women it is observed that there are special women's programmes as in TV or broadcasting and women's pages in the newspaper. Radio for instance form 1.4 percent of total broadcasting time on women. ( Desai Neera a Maithrayi Krishnaraj 1987)<sup>1</sup> Same is the case with T V and newspaper.

The function of the mass media is to open up the large masses in society to new information, new thoughts, new attitudes and new aspirations which lead them to new achievements. Lerner calls the mass media the " mobile multiplier ". The mass media is the device that can spread the requisite knowledge and attitudes quickly and widely.<sup>2</sup>

Communication media have always been used by those who control them to influence the spiritual, political and intellectual development of the people - either to preserve the statusquo or as an instrument, of social change. Women ofcourse are not exception to it. They get entangled by the media developments, cattracted by it and benefitted by it also. Now-a-days media have prime importance in the life of women. Women who are working in educational, medical, technological and other related fields get use of media for their progress and

prosperity. Here in the present, study the respondents belong to different, educational background i.e. illiterate, S.S.C. graduates and post-graduates. Again they are divided according to their economic conditions viz. lower income group, middle income group, higher income group. The respondents belong to different family background, different kinds of attitudes and social status. Though there is every kind of differentiation among the respondents, they use the media according to their timings needs etc. But the most useful medium to them is Television (51 % ), subsequently Newspaper (30 %) and Radio (18 %) are also useful to them. They also use the media according to their tastes, intellectual level and the fields in where they are working. But it is essential to not here that highly educated and those who are working in educational, medical, legal and socio-political fields use to prefer the news paper than radio and television. According to the Times Group operation Research Group, findings, newspapers, continues to be the prime source of news in urban India. It also continues to be the ' most believed ' source for news. In urban India there is almost equal dependence among women on television and newspapers for news.<sup>3</sup> ( Bhaskar Rao 1987)<sup>3</sup>

Relative Significance of each medium :

News Paper :

Respondents use to read the newspapers mostly to know daily events, to increase their knowledge and as a habit too. Newspaper can provide them the information about political affairs, science and technology, sports events, advertisements, caricature, horoscopes, etc. Entertainment takes place through newspapers but to a lesser extent. Newspapers can give the information at any time. Topsy-Turvy reaction give way to reasoning based on facts.

Newspapers are helpful to create positive attitudes towards the worldly events. One can become inquisitive through it. It helps to take self-decisions and to create a balanced attitude. Newspapers are useful in developing general knowledge and for personality development. One can afford the newspaper and read as per the convenience. Through newspapers people get aware of the local as well as global events. One can become alert by reading the national, international changes and related news. One can become rational. It creates a judgement regarding behaviour attitude and approach. The paper gives us the knowledge about what to do and what not to do.

Newspaper is a very powerful medium now-a-days. It controls and checks the wrong doing in society. It helps to expose the malpractices that exist in society. It is away from govt. control. Ordinary masses can come to know what is happening at the highest and national level. Hence this media is a powerful agent for public opinion. Ofcourse its powerfulness depends on location. In urban area it is more powerful as the percentage of literacy is always high.

Newspapers should take lead to launch a movement for public awakening. Newspaper gives us a way to take action against the social problems with great courage and inspiration. It helps to understand different attitudes and thoughts of the people. Newspapers can eliminate the misunderstandings in society.

#### Radio :

Women respondents in the present study use to listen radio to know daily events, to increase the knowledge, for entertainment. They also listen it as it likes to them. They prefer to listen the programmes like morning songs, news, women's programmes, vocal and light vocal music, Hindi and Marathi cine songs, and educational programmes.

It is observed from the present study that there is gradual and definite change in the attitude of the respondents through radio programmes. The change is made in the individual out look as well as in the family religions, educational and social fields also. But compared to the newspapers and television radio is less powerful in creating social change, though it is widespread and reaches <sup>at</sup> all corners of the country.

Radio creates recreation and gives mental satisfaction. It is useful for time pass and to know the exact time. It adds to our general knowledge and creates a tolerance regarding national things and elements. Though it is useful in all sense it is not free from the respondents point of view. Because it is under government control and treated as a government machinery.

It is observed from the case studies, that radio encourages to receive something new and to act accordingly. It gives a new direction to our thoughts and ideas. Socio-religious outlook also changes according to the radio programmes. In general radio programmes are useful and realistic(87%) It is the most useful means of communication especially for women that they can listen it even during their work time.

On the other hand, it is also observed that radio has become outdated now-a-days. With the increasing, and effective mass media, radio is no more used so frequently. There is no planning about the timings between radio and T.V. and its result is that radio is losing its importance. Ofcourse radio is still useful media in rural area but not in urban area. For urban masses radio is now a boring media. If we have to increase the social mobility the only expansion of radio is not useful but a proper shaping of its programmes is necessary. Only thinking of sometime for women's programmes will not make any change regarding the outlook towards women.

#### Television :

Though T.V. medium is powerful on it is one way track only. It owns by the government. It is audio-Visual in sense and hence most popular among the people. T. V medium is useful for getting new knowledge and helpful for social awareness. But infact, the present, form and presentation of T V programmes is mainly entertainment oriented. It is a most useful medium in family. T.V. Provides information regarding education, sports, exercises, business activity, health, nutrition and all about the global situation. It provides a cinesongs, serials feature films and tele films as well as programmes on women also.

The respondents use to view T V especially to know daily events, to get knowledge, and for entertainment. T.V. creates a gradual but definite changes, in the attitudes of the people. It's audio-visual nature makes impressions on the minds of the viewers. This medium can be more powerful if it is used in realistic attitude and with more scientific outlook towards the programmes. To the middle class women T V is not only a thing of frolic and fun but a necessary and useful thing. She can view the world situation by staying at home only. This medium becomes useful if it is used in a meaningful manner. Women can greatly benefit from the T.V.

Besides the above observations we can generalise the following statements also in connection with the T.V. Programmes. Respondents said that programmes rarely became genuine. Many a times they are exaggerated and not useful too. Subsequently a number of programmes lack high creative values and have no interest towards producing good programmes. T.V. programmes instigate people to become more utopian as pointed out in case studies. It has a dazzling and artificial nature nature. It has got more potentialities but it is not well presented. It is rather difficult to have value change through mere entertainments. It's presentation should not be only dazzling. There should be naturalness in it.





Issues for discussion :

Besides the positive approach there is a negative attitude in connection with the newspapers also. Newspapers are dominated mostly by males and they exploit, the situation in which women get suffered. Many a times the exaggerated news is published and also gives a dazzling publicity to the news related with corruption, suicide, smuggling, dowry, rape etc., Advertisements in newspapers is new trend to exploit, the women by which newspapers can get more profit. Such a tendency should be stopped and role of newspapers should be creative to bring social change in society and give equal justice to women in society.

Though it is essential to have a T V in home, it is not essential to view all the programmes on it. Only specific programmes and according to their schedule should be viewed. Children should be kept away from viewing the T V continuously, Children can become idel when they witness T V in the evening by neglecting their studies and sports or exercises. According to the respondents<sup>ents</sup> they use to see senseless programmes, unrealistic and exaggerated entertainment. T V brings restrictions on attending the public meetings, marketing or any other cultural programmes. Teen agers only try to immitate the actions and fashions made by the hero and heroins on T V programmes. Hence it lacks in cultural patterns and teachings.

In urban areas, T V is mostly owned by middle and upper middle class homes, where it is viewed by the entire family in the evening. Weekend movies, no doubt, attract, few more friends, neighbours and relatives to watch T V along with the family members. In absence of special time slot for women viewers, television in urban India, remains a familial medium.

#### Women audience :

There are two categories of women audience who are potential viewers the young college going and newly married women and the elderly women who are still ' tradition bound ' and rarely stepout of the home accompanied for these elderly viewers T V acts as a ' window to the world ' and provides means to communicate and interact with the family members in a better way. The younger women though watch T V, do not spend upon it entirely, as they have access to other media. (Jai Chandiram and Binod Agrawal (1981)<sup>4</sup> . Their analysis has clearly indicated that the majority of family programmes are meant for both men and women with woman as a primary target audience. Generally, women have responded positively to the programme content meant for families. They have favoured family oriented programmes. However in absence of any alternative programme for women, it is difficult to say that they would only like such programmes. This view is supported by the present study.

There is clear indication that they would prefer programme which aim towards the emancipation of women and information processes which would help to cope with 'modernisation.'

#### Portrayal of Women in T V :

Generally, women characters continue to be portrayed in their inferior position compared to man in an asymmetrical relationship in which domestic chores and 'mother' image are predominant. There are distinct symbols to portray females in their social roles, than for men there by reinforcing the traditional images of women. In general, there is high visibility of women in all programmes.

#### Suggestions :

1) One of the basic issue relates to programming strategy. There are two opinions; according to one the programme for women should be separate. Whereas the other view is that the programme for women should be integrated and not fragmented. In case of the first suggestion, it is argued that in order to generate high level empathy and attention of women about their problems, a separate programme should be created and transmitted at a suitable time. It would have a significant impact and would create a greater sense of participation in the development process.

I am of the opinion that programmes should be arranged and performed in such way that sex discrimination should not be ~~re~~<sup>e</sup>created.

2) There is need for a well defined policy by government in relation to women for public sector media.

3) The media employ a segmental approach. Thus womens problems are never linked up with wider social and economic issues. This needs to be considered in the programmes and social work activities.

4) Media needs support from outside womens organisations analyse and review media content and act as a pressure group. Mass media should be <sup>u</sup>compled with inter personal communication.

5) Dissimination of information - An independent organisation should be set up on a regular basis for a news and feature services on women's problems to promote dissimination of information to the various media. This service should be outside government control.

6) National professional body of women in media should be set up to take up the problems of women working in media.

7) It is essential that women organisations have a media cell which could analyse and review media performances.

8) Women's organisations should come forward and use the media to present their point of view which has been to a great extent left out.

9) Government should define and have an uniform policy : norms, ethies, etc., on portrayal of women in media.

10) There should be greater participation of women on the censor board to the extent of 50 %.

11) Media programming ( radio and TV) should deal with the womans total relationships in society - her economic political and social aspects must be given equal emphasis.

Efforts should be made to create an alternative image of improved women and also suggest that women's groups have to be very vigilant when they are dealing with sensitive creative aspects of reality.

There is need to provide positive aspects of womens life and emphasising the need to meet the obstacles through solidarity.

T V programmes should be tranmistted for different age groups and according to their likeings and need. Programme

organisers should know as how to impart the information to the different age groups. TV acts as a agent of folk education and attacks on the superstitions exists in society. Documentary should able to give the message on national integrity, family welfare, economic betterment. Programmes on interviews relating to different fields and personnel will make more impressions on the masses. Education and enterainment should go hand in hand through these media.

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 come out of their home.

All the mediums are capable to create a change in society to their own accord. Media does makes efforts for that Perhaps its success depends on how one can utilize<sup>s</sup> it. Self development depends upon one's own capacity. Media should attempt to provide equal status to all.

When women use to read newspaper, or use to listen radio, or use to view TV it disturbs their daily schedule. But it doesn't makes any difference. Women's relations with their husband and children also go on changing when they use to witness the T V. It creates friendship among the members of the

family and frank relations among them. They don't get any pressure by it; nor they feel any burdon of the family members. T V can makes a gethering of all family members. Father-mother their sons and daughters alongwith son-in-law and daughter-in-law can come together before TV. Hence it is <sup>a</sup>source of family gethering. Perhaps it should be viewed without any prejudice or bias opinion. There should be spontaneity among the members of the family to establish normal relations with each other.

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