

## C H A P T E R - O N E

### .COMMUNICATION : NATURE, ROLE AND RESEARCH STUDIES

#### Introduction :

If the goals of equality for women and for all people are to be achieved, the democratisation of structures and control of the communication media will be necessary as a prerequisite.<sup>1</sup>

Throughout the course of human history the communication media have been powerful agents of social influence. In the past few decades, however, the introduction of new technologies has greatly magnified the communication media power. Now-a-days communication media has become a part and parcel of day-to-day life of every human being. It is an instinct, in every human to be aware of the happenings around him. Of course human beings are helped in this regard by the communication media. Women, infact, have been helped by these communication media in modern times to change their role and to develop her personality. In the past, and to some extent at present also women's orbit, is limited to their home and to neighbourhood only, which resulted in limiting their knowledge about, the world at large. After the industrial revolution, science and technological progress,

availability of jobs, modernisation, extent of education, legal provisions all these helped the women to enter the varied fields of society and to get, detailed information about it. In this process women have been supported by the communication media. Through communication media she is able to know about health, education, marriage, jobs, agriculture, technology, development, plans etc. Not only educated but uneducated women also are getting the help of communication media.

In this context, it is essential to know here how far women are being benefitted by the communication media like newspaper, radio, television, movies, magazines etc., and to what extent the media are responsible for bringing changes among them.

#### CONCEPT OF COMMUNICATION :

The word ' communication ' is derived from the Latin word ' communicare/communis '. It means ' to make common to transmit, to impart.'<sup>2</sup> Communication covers both the aspect i.e. transmission and stimulation. Receiving the information is one step and understanding it is the second step in communication. Hence communication is a broad concept.

Communication means the transmission of information, ideas, attitudes or emotions from one person or group to another persons or groups. In effective communication the meaning

conveyed to the recipient, corresponds closely to that intended by the sender. Communication forms the basis for all social interaction; it enables the transmission of cumulative knowledge and makes possible the existence of empathic understanding among individuals.<sup>3</sup>

Some of the major definitions of communication are as follows :

- 1) Communication is the art of transmitting information, ideas and attitudes from one person to another.<sup>4</sup>

Emery, Ault and Agee.

- 2) Communication is interaction among people.<sup>5</sup>

Henry Compton.

- 3) Communication is the process of passing information and understanding from one person to another.<sup>6</sup>

Keith Davies.

In short it can be said that communication is the process by which social heritage is transmitted from one generation to another.

Communication is an essential process of social life which is both interactive and purposeful. Again, communication

is indispensable to development also. Communication is often considered as a means for breaking down the barriers in human interaction and thus achieving mutual understanding among people. Communication - the phenomenon, itself is not problematic, only human understanding of it is problematic, says Fisher Aubrey.<sup>7</sup>

When communication occurs in a social system, the individuals are engaged in the processing of information after comprehending it and utilizing it for the stability and persistence of that system, the communicative act, being based on the process of choosing out of available alternative types of information within the social system.<sup>8</sup>

Wilbur Schramm states that communication is a reflection of the larger patterns of society and it reflects the structure and development of society.

Communication is of two types :

- 1) Inter personal communication.
- 2) Mass communication.

#### 1) Interpersonal Communication :

It is the basic need of man. Without communication interactions among them could not have been possible. Here face to face relations are present. With the help of words, pictures,

symbols, expressions people deliver the message. This is a harmonious and effective way of communication. Persons listen patiently and they express themselves more properly and frankly. Here listening and speaking are the major parts with the help of which direct contact is established among individuals e.g. folk tales, drama, bazaar, gossiping etc. In short, communication between one individual and another indicates the inter personal communication. Both listening and speaking out, are parts of the communication process.

## 2) Mass Communication :

According to Robert Escarpit, " Mass communication is a large aggregate unit, of diversified population; yet gives response to common cultural stimuli in a relatively in uniform manner." <sup>9</sup>

In a vast, modern, specified and complex society, interpersonal communication becomes difficult. There is a great need for improved mass communication in modern society for various social, political, educational, economic reasons. Ofcourse it is difficult, to seperate the idea of ' Mass communication ' from the instruments that it uses. This is why many writers use the word ' media ' to means mass communication.

Mass communication means, " Any message or cultural stimulus, such as a medium, that influences large and hetero-geneous populations." <sup>10</sup>

Mass Media also means, ' Any means or instrument, of communication reaching large number of people, such as books, periodicals, radio, television and motion pictures'.<sup>11</sup>

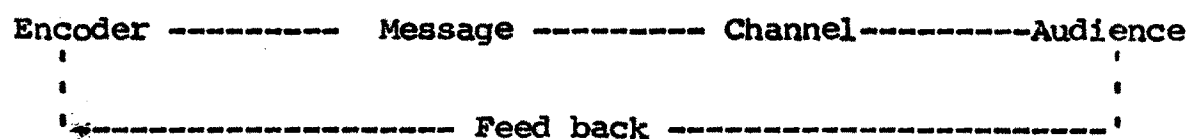
According to Agee, Ault and Emery the mass communication is " The process of delivering information, ideas and attitudes to a sizable and diversified audience through use of media developed for that purpose." <sup>12</sup>

D. S. Mehta, in introduction to his book on ' Mass Communication and Journalism ' described Mass communication as " dissemination of information, ideas and entertainment by the communication media."

In simple terms, Mass communication is communication that flows from the few to the many and because it flows from the few to the many it usually seems to be one-way communication. But effective mass communication would never be one-way only, it will always provide for response and feed back, even if such response and feedback are slow. Unlike interpersonal communication mass communication involves production and dissemination of messages technology.

Harold Laswell's phrase explains the concept of mass communication as " who says what in which channel to whom with

what effect,....."<sup>13</sup> Here transformation of the message takes place through the following stages :



1) Who - Encoder is communicator or is the person who is sender of the message. He may be an organizer, manager, director, writer, performer, occupational or professional group.

2) What - Message - It, may be information, news, questions, opinions, entertainment. The message originates in the mind of the sender who put these ideas through code like a language, pictures, graphs, sounds or symbols. This is the content of mass Media. It is qualitative or quantitative.

3) How - The channel - It, is the means used by communicator to transmit the message. Communicator may decide to convey his message by the use of language, facial expressions, gestures, signs, symbols, colours, silence alongwith the media like radio, television, films, newspapers, magazines, posters etc.

4) To Whom - Audience - In research language it is known as decoder, i.e. receiver, who interprets message in terms of frame of reference and his stored knowledge, belief values, experience etc.

5) Feed back - It is a very important, part of the communication process. Feedback means the response that is received by the sender of the message. The communication process is incomplete without feedback. Effect of mass communication depends upon the initial dispositions and attitudes of the receiver. In inter personal communication feedback is quick but not so in mass communication.

On reviewing the two types of communication we find the following contrasting sociological feature of interpersonal and mass communication. Whenever there is higher degree of face-to-face contact there we find more primary groups and primary relationships. In societies dominated by the mass media though there are inter connections between various population groups yet we find more secondary groups and secondary relationships. In other words we can represent the above statement as follows:

Interpersonal : Primary groups and Primary relationships.

Mass Communication : Secondary groups and secondary relationships.

#### SOCIOLOGY OF MASS COMMUNICATION :

Like most of the modern social sciences, ' Sociology of Mass communication ' is the most rewarding and fertile science. Since the Second World War, Sociological studies in Mass



communication have given great importance in every walks of life. Urbanization, industrialization and modernization created the social conditions more complex. Secondary type of relations are growing in number and there is a great need for the study of sociology of mass communication<sup>in</sup> developing countries. Now-a-days vast changes are taking place in the communication technology. Mass media are bringing a lot of changes in the life of the people-both material and non material life. Therefore in general every one is interested in knowing the impact of mass media on the Indian society. In sociology also number of studies are being conducted to understand the role of mass media. To change the traditional habits of the people different media are used.e.g. Print media, audio-visual aids etc. New values, norms, attitudes are introduced through the media. In general, life style of the people is being affected.

Sociology of mass communication is the study of the process of mass communication, media and their effects. It defines the effects, impacts directly and microscopically. By research methods the behavioural sense, their way of thinking attitudes, group behaviours, values, norms, changing social relationships, opinions are studied scientifically in the sociology of mass communication. Harold Lasswell, Paul Lazarusfeld, Wilbur Schramm, Robert Merton, C. Wright Mills, Joseph Klapper,

Katz., Lee Bon, Herta Hernog, Gary Steiner, N. B. Smith, H. C. Kelman are some of the social scientists who have contributed many grand and middle-range theories in the sociology of mass communication. They have established their sociological investigations, enquiries firmly and with purely sociological spirit of orientation. Whatever their methodology or approach of investigation, they measured the effects and changes, response, attitudes to develop the sociology of mass communication at large. Katz, Lazarasfeld and his associates developed their study with sociometry. They conceptualize audience as 'tissue' of interrelated individuals rather than isolated ones.

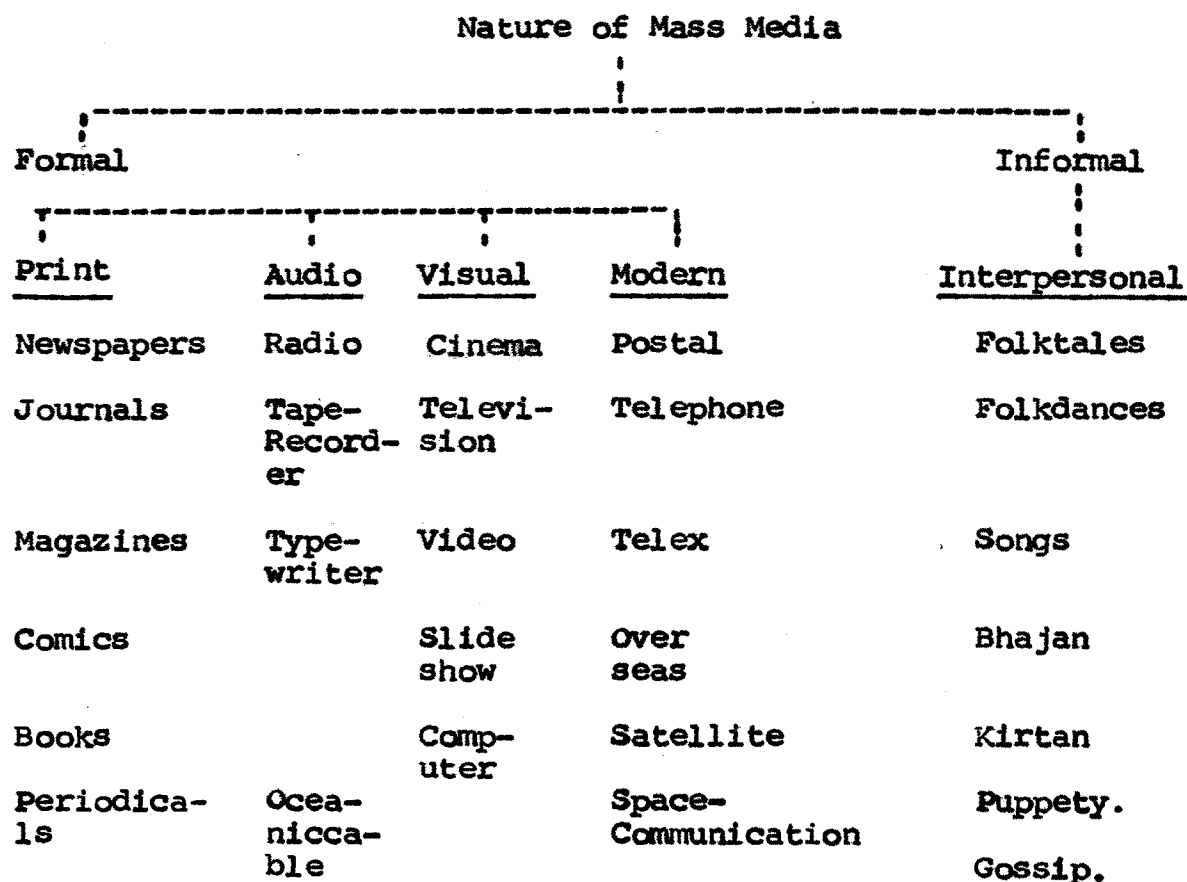
#### NATURE AND ROLE OF MASS MEDIA :

Mass Media are the means, instruments or channels of communication. Information or message is transmitted through the media upto large heterogeneous population through mass media. All the media are interrelated with each other. Social reality is constituted, recognised and celebrated with media. We can witness the social life from media centric perspective. Modern technological devices have reduced the distance between the individuals and produce symbolic or direct contact through media. Therefore mass media are the multipillars of communication.

✓ According to Edward Shills and David M. White " Media constitute new currencies of popular art and culture. These are the windows of the world. Mass Media are the dominant institutions or social

force in society which focus on particular behaviour and grammar of social life."<sup>14</sup>

All communication media are properly speaking extensions of man as they help to project his message and obtain feedback. In general, mass media has three fold functions i.e. to inform, to educate and to entertain. Mass Media plays a crucial role in the functioning and changing of any society. Both the forces 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. As such the mass media is the device that can spread the requisite knowledge and attitudes quickly and widely.



For the present study one Print medium i.e. Newspaper, One Audio medium viz. Radio and one Audio-visual medium like Television is selected. The nature of each selected medium is given here as follows :

1) News papers :

The main ingredient of a newspaper is NEWS ( coming from all directions ). News is a report of an event, containing timely information which has been accurately gathered and written by trained reporters for the purpose of serving the newspaper reader. The printed word has a lasting power and precision beyond that of the spoken word or the visual image. Readers can refer to it again and again. For the majority of the population, newspapers probably still are the basic news medium. They still provide greater depth and variety of reporting and with more lasting impact. Newspaper is based upon a firmly disciplined routine, because ' getting the paper out ' on time is paramount, and this can be done only if a definite work pattern exists in all departments.

Newspaper medium in India is under private control and under private ownership. Newspapers in India are mostly urban based. However, the birth of Indian journalism was in Bengali. In 1816, Gangadhar Bhattacharya Published the Bengal Gazette.<sup>15</sup>

In the history of newspapers in India, before independence newspapers were the political weapons. They created awareness against, injustice. Newspapers have undergone a fundamental change in the past few years. At present, the newspapers are generally concentrating on national and international events. They focus on welfare policies and development programmes, science and technology, art sports, recreation, agriculture and economy as well as on social deviance and social violence. Perhaps, mass illiteracy and economic poverty are the main obstacles before this print medium in India for its wide circulation.

2) Radio :

It is undoubtedly true that of all the mass media of communication radio can be the most effective in a country like India. It has the potential of becoming a powerful instrument of education, development and social change. The most effective way to educate the rural folk in improved agricultural techniques and to overcome mass illiteracy is through radio. It is an instrument of instruction and entertainment used all over the country even in the remote areas. Radio is one medium of mass communication which offers the solution to the three problems of inaccessibility, illiteracy and lack of properly trained and motivated extension personnel, faced by the communicator in

enlisting the co-operation of the rural community in India,  
with respect to the programme of economic and social development.<sup>16</sup>

In a vast country like India, where majority is still illiterate, radio plays and can play a very useful role in developing adult education through initiation. In India Radio broadcasting was developed in 1927. It was named in 1936, as " All India Radio " (AIR). It is ofcourse under government, control and is a government propaganda too. The main aim of the AIR is to serve the public by providing information, education and enterainment. To achieve this, it has set-up a chain of transmitting stations all over the country to meet the linguistic and cultural requirements of the listeners. As such, it has become a valuable means of refining and educating public tastes. The listeners are familiarised with newer trends in arts, science, politics and everyday affairs. It creates in the listeners some capacity to think, feel and understand. It may enable them to see themselves as others see them and prevent the world from living in water-tight compartments separated by class and national barriers and educate them to be good citizens. Radio is an inexpensive, readily accessible and generous medium of entertainment. It is the poor man's library, his legitimate theatre, his newspaper and his club. Radio act as ' mobility multiplier ' leading people to an imaginary universe and preparing them psycho-socially for a change. It is a significant medium for great revolution in the country side.<sup>17</sup>

### 3) Television :

In India, the experimental Television service was inaugurated at New Delhi in 1959. Designed primarily for community viewing, the programmes are mainly informative and educational in character and include illustrated talks, interviews, dialogues, discussions, documentary films, plays, puppet shows, dance-drama, ballet and light and classical music. In India, it is intended to benefit both urban and rural viewers. T.V. tries to project to the people development plans and their implementation. T. V. lends powerful support to the major multimedia campaign initiated by the government from time to time. Again Television is a powerful medium provided the programmes are designed to promote innovation and adoption of innovation. Oscar Katz calls it " young, fluid and unpredictable."<sup>18</sup> But it has all the possibilities of becoming an important item in the leisure time of the general public intime to come. It may be used to widen intellectual and cultural opportunities for the masses. It is an audio-visual aid and in a country like India it is very useful for the removal of mass illiteracy and to control the overpopulation. Like Radio, Television is also under government control and treated as a write full medium. It is the electronic blackboard for the generations to come. Though it is said that T.V. is an idiot-box, still then it has

become a part and parcel of community life.

ROLE OF MASS MEDIA :

The role of mass media is to open up the large masses in society to new information, new thoughts, new attitudes new aspirations which lead them to new achievements.<sup>18</sup> Even without travelling, sitting in his own village, the young man is able to live through an immense amount of experience, he learns about other ways of living and other patterns of culture than his own with the help of the creative communicator. This is the reason why Lerner calls the mass media the 'mobile multiplier'.<sup>19</sup> The mass media is the device that can spread the requisite knowledge and attitudes quickly and widely. The literate people who are exposed to mass media develop a 'mobile personality' with a capacity to identify themselves with new aspects of their environment.

Harold Lasswell has given three major function of mass media.<sup>20</sup>

1) Surveillance of the environment - That is to understand the environmental factors like dangers, threats, good opportunities etc.

2) Correlation of the components of society - To understand the relations among different social institutions like religion, political, educational, cultural etc. This



correlation gives response to environmental factors and brings interactions among the components.

3) Transmission of social heritance - socialization<sup>2</sup> process is accelerated by media by imitation, values, norms, attitudes, customs, traditions of a particular person or group which is transmitted from one generation to another, which plays important role for social stability, unity and equilibrium.

In other words the role of mass media is as follows :

1) To provide information and knowledge - Messages, news, welfare programmes, reports of commercial advertisement, education, occupational news, new ideas, inventions, technological information, various activities and interactions in different social fields is provided on a wider scale in a diversified society.

2) Entertainment - Media are useful for amusement and relaxation and thus remove the tensions and fatigue in everyday life. New enthusiasm is created to face many responsibilities in life.

3) Creation of social awareness - for the integration and equilibrium of society media provide a sense of responsibility, Social understanding and consciousness for society and nation.

4) Integration - Media brings different type of audience in a common universe of experiences can help national integration.

5) Education - Indian audience is mostly illiterate. Rural women, students in tribal area, rural adults are away from education. For them various subjects are discussed in regional language. Standard of living, way of life, liberal attitudes new behavioural patterns, personality characters, skills, techniques and knowledge of different fields is given through formal and informal education.

6) / Developmental Role - for all round development of our country media are effective. Socio-economic development is carried and inspired by media.

7) Formation of Public Opinion - Social attitudes, political views, factionalism can be examined with the help of media. Liberalism creates more freedom and democratic way of life in society. It creates liberal atmosphere equality and freedom in society.

8) Role Propaganda - Media are used for creating rational and scientific approach in society. By a set of symbols, opinions beliefs, attitudes the particular issues are regulated in community e.g. family planning, national integrity.

9) / Persuasion - New norms, values, ideas thoughts are reinforced according to current relations and atmosphere. Good tastes, rational and practical characters, new dimensions are introduced in all domains like social, cultural and religious matters. Media brings about change to eradicate ignorance, prejudice, outdated ideas and attitudes. All these are gradually destroyed by media exposure.

10) Authoritarianism - The persons having skill, power, ideas can control the public. They call for unity of thought, action among all members of society.

11) Adaptation - Media creates environmental awareness for better prospect and development. We have to come across with existing problems like population, slums, nuclear war and industrial violence. In this context, media are effective to trace the environmental problems and create consciousness among the people.

12) New dimensions of man's horizon - New ideas, philosophies, approaches, attitudes are produced by media. Different media bring about new dimensions in man's horizon. They transmit knowledge about many new things and facts. Various types of arts, training, technologies are introduced with the help of media in every corner of country.

In short, serving the economic system became an accepted function of the media with the rise of modern advertising. As industrialization brought mass production and mass distribution, the media became more than ever linked to the economy. To provide entertainment is one of the main functions of all the media. Thus, who ever enjoys freedom has certain obligations to society, and therefore, the media which are guaranteed freedom in a democratic society are obliged to perform certain essential functions of mass communication.

### COMMUNICATION STUDIES : A REVIEW :

Communication is changing day to day and becoming more central in society. Hence the development of a broader framework for the study of communication sciences should be taken into account. Communication refers to a social process - the flow of information, the circulation of knowledge and ideas in human society, the propagation and internalization of thoughts. It does not refer to electronics, roads and railways or vehicles only.

### Communication and Mass Communication :

Communication is an essential process of social life which is both interactive and purposeful. Throughout the history it has facilitated in binding people and bringing them together to make it possible to have a social life through increasing their susceptibility to suggestions and initiation and by guiding them to take appropriate actions. Communication is often considered as a means for breaking down the barriers to human interaction and for achieving mutual understanding between the persons.<sup>21</sup>

Communication is made through different media. The print media comprises of newspapers, news services, magazines, books etc., Audio-visual media includes radio, recording,

television, photographic communication and film. Advertising and public relations are also the factors of media. In addition to these media there are some modern means of communication also such as, computer and satellite. These modern means have made revolution in transmission of information and entertainment. The electronic media helps the people to come closer to the worldly events.

Theoretical aspect :

The book Theories of Mass communication<sup>,12</sup> gives us the explanations of human communication at its most basic level with the development of societal media systems and the process of mass communication. The book has great value not simply for its substantive content, but also for its lively delivery of information. It is a model of both substance and form. From the book we know something of the dimensions of the field of mass communication theory. This provides context and gives us a fixed idea on where we are in our own understanding. It gives us the classical formulations and new research directions in the field. It presents us with new theoretical directions that are worthy in scientific testing; for example the authors offer an 'integrated model of media effects,' which became known as the 'dependency theory'. 'The nature and consequences of Human

'Communication' indicates a ' biosocial theory of human communication.' The authors <sup>feel</sup> ~~feel~~ that we should reassess our view of communication theory by taking into account the basic essential information. There is the discussion of general theoretical outlook that provide the basic analytical and interpretative framework of the social and behavioural sciences for the study of human society and human individuality. These outlooks provide the foundations for more specific conceptualizations concerning social structure ' conformity' deviance, change and process.

Mass media effects on individuals : An integrated model, is rather a complex model presented in book allows for continuous process of interaction among the society, the media system, and the people who compose media audiences. It is also a feedback model in the sense that effects of media messages on the audience about on going events may themselves set into motion another chain of events. Media allows us to specify in a limited way when and why media messages will or will not have significant effects upon how audiences think, feel and behave. Ofcourse one can not neglect that the process of mass communications is itself a complicated one.

There are several new features found in the book  
 ' Mass Communication Theory ' <sup>23</sup> First, more attention is paid to new electronic media and to the implications of changes in

communication technologies for theory. Second, there are a number of new illustrations designed to summarize major points of theory. Third, more emphasis is placed on the evolution of normative theories of media with which to assess 'media performance.' The book will contribute greatly to the development of a broader framework for the study of 'communication science.' The intention of this edition is not to summarize research, but to offer a framework of theory, with examples and illustrative support from research and media practice. Secondly, there is less emphasis on sociology as the source of theory but to the body of knowledge relevant to questions of human communication and information in society. The three primary objectives highlighted in the book, (i) To update and take account of recent theory and research, (ii) enlargement to reflect, continuing expansion of the field, (iii) classification and improved presentation to make ideas more accessible. The book is a comprehensive survey of the whole range of thinking on mass media, including definitions, approaches, functions in society, production organizations and analysis of media content.

#### Communication And Development :

It is suggested that the structure of social communication reflects the structure and development of a society. The size of the communication activity, the development of mass media

and their audiences, the transfer of the individual communication roles of the traditional society to organizations, the stretching out of multiplying of communication channels reflect the economic development of the society. The contents of communication reflect the value patterns of the society and the pattern of communication flow and who shares it with whom, reflect the homogeneity of culture within a society. As such, communication is a reflection of the larger patterns of society; as pointed out by Wilbur Schramm in ' Mass Media and National Development'.

Communication, especially mass communication has a vital role to play in future in building up the necessary human capital so as to make it worthy of carrying out the Vital tasks of socio-economic development. While mass communication media acts as catalytic agents for bringing about rapid economic and social transformation, Interpersonal communication media are the essential pre requisites for the rapid growth of trade and industry and also for effective administration and defence.<sup>24</sup>

Communication will have to play a major role in ushering the planned transformation which alone will help<sup>to</sup> accelerate the necessary balanced growth of the economy. Ofcourse the relative importance of alternative communication media also varies at different stages of economic development, as stated by Pavaskar and Kulkarni in their book, ' Communications.'



Communication is a significant factor in development. Communication plays a significant role in national development and that the relationship between communication and development is a constant and cumulative one.<sup>25</sup>

Laxman Rao, in his book 'communication And Development' tries to clarify to what extent are the two related - Development and communication. Communication to the author, refers to a social process the flow of information, the circulation of knowledge and ideas in human society, the propagation and internalization of thoughts. It does not refer to electronics, roads and railways or vehicles. Developments as author used the word refers to the complicated pattern of economic, social and political changes that take place in a community as it progresses from a traditional to a modern status. These changes include political consciousness, urbanization, division of labour, industrialization, mobility, literacy, media consumption and broad general participation in national building activities. Laxman Rao's study is a study of the influence of communication on development in a 'developing' nation.

Communication stimulates development in the economic, social, cultural and political spheres.

### Media And Change :

Mass Media is helpful for creating social change in society. All most all the components of mass media are powerful agents of social change. In the chapter ' The Expansion in Mass Media ' <sup>26</sup> Kuppuswamy highlighted on Newspapers and periodicals the Movies, Radio, Television as means of mass media or areas of mass communication. He stress the need of local newspapers and regional language for its publication to accomodate the masses of India. Again he emphasized the need of establishing theatres in rural areas to communicate the ideas of social change to the masses living in rural India. In general author is of the opinion that such area of mass communication would be helpful to communicate the modern lines in the fields of agriculture, industry, family planning, adult education etc.

Communication system or network in form of T.V., Radio, Newspapers, Cinema etc., can be helpful to literate masses of India or to the people living in metro politan cities can utilise these media at greater extent. In short communication system in the developing nations should be value relevance and it is mostly needed in country like India.

The study of Suresh Chandra Sharma <sup>27</sup> has provided an excellent account of conceptual and theoretical dimensions related to communication. The purpose of his study is to see the

role of different media of communication as an instrument of social change in motivation and in perception and value orientation. The study is an attempt to focus the channels of communication, effectiveness of different media on various areas and the significance of communication studies in heterogeneous culture like country in India. The study is a very useful contribution specially in the area of communication and development. Author also outlined the sociological approach to communication in detail. The volume admirably brings out the role of communication and media in the development. It shows how media can be effectively used for the increasing, literacy and socio-economic status in rural and urban sectors.

Another important study in this respect, 'The impact of communication on Rural Development - An investigation in Costa Rica<sup>9</sup> and India by Roy, Waisanen and Rogers, observes changes in agricultural knowledge, evaluation and adoption by means of communication especially radioforums.

#### Specific - Women's Studies : /

Media plays a crucial role in the functioning and change of any society. Both the forces of change and of opposition utilise different forms of media to suit their needs. Modern technology has vastly increased the outreach of media and made

its centralised control possible. One has to be more concerned about not merely the direct reach of media but its indirect influence. By gradually shaping public opinion, personal beliefs and even peoples self perceptions media influences the process of socialization and shapes ideology and thinking.<sup>28</sup> One of the prominent women's group, Vimochana, in an open letter to the producer of a television programme entitled ' Its a Woman's World ' , remarks : " The communication media has after all always been an integral part of societys making machinery consciously or unconsciously recording, defining, channelising and reinforcing attitudes and value structures, the status quo in short. The images have been fluctuated between the much maligned and vamp to the over glorified mother, sister, daughter or wife."<sup>29</sup> The established media portrayal of women is one more evidence of ideological violence on women, both through explicit scenes of wife beating, rape and other forms of sexual harassment wherein it is possible to project simultaneously a provocative exhibition of women's body, projecting her as docile, self-suffering, naive and devoted. In fact the media provides a particularly appropriate evidence of the intertwining of patriarchal attitudes with a profit oriented commercial society - an enmeshment that debases women.

Radio programmes seem to be for the education of women; but focus on issues of women which are limited to imparting

instructions on sewing, cooking, knitting and the like. Advice is generally given as to how to become a good wife, good mother and improve one's look. At times, there is a lot of taking down to women. The formula film preaches respect for elders, sacrifice for the family, reaffirmation of value of self-effacement, devotion, acceptance of the subordinate position of women and censure for women who opt for a less traditional life. Wife beating and insults of women are a part of this genre of films. Mainstream cinema presents woman as an 'ideal Sita'. The average woman is not viewed as anything more than wife, daughter, mother. The films also highlight the fact, that women's only hope for gaining status is in becoming mother of sons.

The advertisement medium is very blatant and openly anti-woman; treating her only as a sex symbol. The studies on projection of women in advertisements<sup>30</sup> have shown that whether a woman is used for advertising cosmetics, fabrics, jewellery or domestic gadgets or suitcases, scooters or stationary, she has to be glamorous and enticing. The woman is invariably in kitchen, cooking food which is approved by her mother-in-law, washing a bucketful clothes and yet very charmingly, bandaging children's bruises and feeding her husband and children. There are the goods where a woman could be shown as a glamorous as well as a submissive, brainless consumer. Purnima Mankekar refers

to a study conducted in 1983 by the Indian Institute of Mass Communication entitled 'Advertising and social Responsibility ' which highlights some of the glaring features which reveal the perception of woman either as a sex symbol or as a dud.

T V relies considerably on commercial cinema and advertisement hence the stereotyped image of woman is reiterated. The stereotype <sup>image</sup> of a woman who is a devout, silent ' Sita ' or a quarreling mother-in-law or a 'modern' naughty opinionated woman, is a marked feature of most of these programmes. On to the print media, there are special women's features in the newspapers which generally confine themselves to the image of woman as a consumer glamour loving and confined to her wife and mother roles. The content of the journals is so heterogeneous that one wonders whether there is any serious message regarding woman's status or problems. Recently, for newspapers and journals some of the issues concerning women like rape, dowary, sexual harassment have become news worthy. But the attempt seems to sell violence on women as worthy commodity.' There have been protest against media portrayal of women now a days and it is a sign of hopeful picture.

' Media and Women ' <sup>31</sup> indicates that the mainstream media has been projecting a stereotype view of women. Women's groups as well as other progressive groups resenting this distorted

portrayal have adopted various ways of combating this trend. Protest against offending advertisements in newspapers, cinema, Tv programmes have been organised. Legal actions against bad films have been launched. The issue highlighted on the efforts that made to create an alternative image of empowered women and also suggest that women's groups have to be very vigilant when they are dealing with this sensitive creative aspect of reality. This also stress the need to provide positive aspects of women's life and emphasising the need to meet the obstacles through solidarity. It focusses mainly on portrayal of women in different media and argues that woman is used in different types of media as sex symbol especially in advertisements.

The essay on ' The Image of Women in Canadian Magazines ' <sup>32</sup> written by susannah Wilson indicates the image of women in canadian mass - magazines revealed both dynamic and stable components. Stable elements were found to reflect both social stereotypes (such as women with children ought to be employed outside of the home ) and consistencies of formula writing (such as emphasis on youth ). Briefly the importance of considering relationship between media content and society within a framework which includes all aspects of the mass communication process from communicators to audience reactions.

On the whole the books produce more lines of thinking in the field of mass communication and touches almost all the corners of the mass communication study.



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