

## CHAPTER - TWO

### SETTING OF THE STUDY AND RESEARCH METHODOLOGY

#### PART - A

##### The Problem :

The present age can be termed as a communication era. In the complex society in modern times a new form of exchange of information, ideas, attitudes is through media oriented communication. With the scientific inventions and technological progress, society is being exposed to various channels of communication. This development involves all the items of human society. As such the revolution in media as a tool of communication resulted in social development also.

In this context, women's issues and problems are widely discussed through these media. Women are getting number of opportunities and facilities due to media development and they get experience about change in their socio-economic-political and other fields also. Therefore it is essential to understand the significant impact of these media on women and to know whether they are benefitted by it or not, or to understand the usefulness of these media in the life of the women. It is essential to know

here that to what extent, they get the information from these media and how they utilize it in their day-to-day life.

#### Setting of the Study :

Though Sangli is a Semi-Urban city still then it is ideal for conducting such type of study because it has a high educational background with socio-economic-political and industrial development to a some extent, <sup>2</sup>development, in a communication system and more of all the awareness among the women <sub>b</sub> about their status leads me in taking the present, study. Again the general life pattern of women in Sangli is adaptable with the mainstream of our country. The present study is undertaken in the light of all these things.

#### Historical Background of the city :

Sangli has got a religious and historical tradition. It has been called as a ' Ganapati Sansthan ', because the pioneer of it was Shri. Haribhat Patwardhan who was known to be a worshiper of ' Lord Ganesh '. In 1741 Shri. Govind Hari Patwardha was honoured with Knighthood and since then Sangli became a traditional, historic, religious centre in Maharashtra. In the year 1843, Shri Chintamanrao Patwardhan built up a temple of ' Lord Ganesh ' and was associated with various social welfare

activities in Sangli. On 1st of August, 1949, Sangli became a District place but was known as ' South Satara District'. On 21st of November 1960, it was declared as a ' Sangli District ' by the Government of Maharashtra.<sup>1</sup>

Sangli is known as a ' Natya-Pandhari ( a birth place of Marathi drama ), because in 1843, a first ever Marathi drama viz., " Seeta Swayamvar " was written and staged by late Shri. Vishundas Bhawe. Then afterwards Deval, Kirloskar, Balgandhawa, Lata Mangeshkar, Bodas were mainly associated with the enrichment, of cultural and artistic traditions of the city. Indirabai Khadilkar, Asha Khadilkar made contributions in the field of vocal and ~~fight~~ vocal music.

In sports, Bhagyashree Sathe with her meritorious achievement, in Chess in the International tournaments engrave the name of Sangli on the world map. Other then Chess in Kabaddi and Cricket, Sangli has produced number of national level players.

In the industrial field with the encouragement from ' Lokmanya Tilak ', Dhani Velankar started a cotton mill in Sangli. It, gave a momentum for the progress and development of the region. Sangli is foremost, trade centre of Turmeric in the world market. It is the only stock market in India too. Establishment, of industrial area in Sangli, " MIDC " took place in 1972. A biggest co-operative Sugar factory in Asia and India viz.

" Shetakari Sahakari Sakhar Karkhana Ltd., Sangli," is also in the city and it is a pioneering factory of the co-operative movement in India. Women to a great extent, are found to be working in Turmeric, Sugar and allied industries.<sup>2</sup>

Sangli is one of the major political centre not only in Maharashtra but also in India. It has got a great traditon of freedom fighters also. Renowned among then is Shri. Vasantrao Dada Patil who became four times Chief Minister of Maharashtra and Governer of Rajsthan for some time.

Firstever ' Mahila Bank ' in the co-operative field also started in Sangli in the year 1971.

Alongwith Primary, Secondary educational development, there are at present, Five Arts - Commerce - Science Colleges, one Engineering College; One each in Pharmacy and Aurvedic field in which girls are getting their education. Besides these colleges, there are two separate, fully developed exclusively women's colleges in Sangli. In addition, there is one independent, education college also.

There are three government approved libraries, of them one is purely for women. There are eight cinema theatures, and two theatures for drama. All India Radio Station in Sangli started in the year 1963 as transmission station and in 1985

as independent station. As such it became 32nd AIR station in All India level. Low power Transmission Television centre was established in Sangli in October 1984.<sup>3</sup>

There are 10 daily newspapers published from Sangli alongwith 13 weeklies, 2 fortnightlies, 2 monthlies and 2 trimonthlies. There are local newspapers such as Navasandesh, R<sub>a</sub>shtrashakti, Agradoot, Sangli Samachar, Prabhat Darshan, Matavadi, Lalakar, Aaroli, Kesari, Vel. These newspapers are widely read out by majority of the population in Sangli and nearby rural villages. The regional and national newspapers such as Maharashtra Times, Loksatta, Sakal, Pudhari, Sahydri Express, Tarun Bharat, Satyavadi, Times of India, Indian Express are also read.

#### Location of the City :

The Sangli city lies in the geographical range between 17½ North latitude and 74½ East longitude. East to Sangli there is Miraj at distance of 10 Km., and South to Sangli there is Kolhapur at distance of about 50 Km., state capital Bombay is at the distance of 417 Km. from Miraj.<sup>4</sup> Sangli is connected with all these cities through S. T. Bus service and railways. Though the communication and transportation facilities are there the frequency is not adequate one. It is located in South Maharashtra.

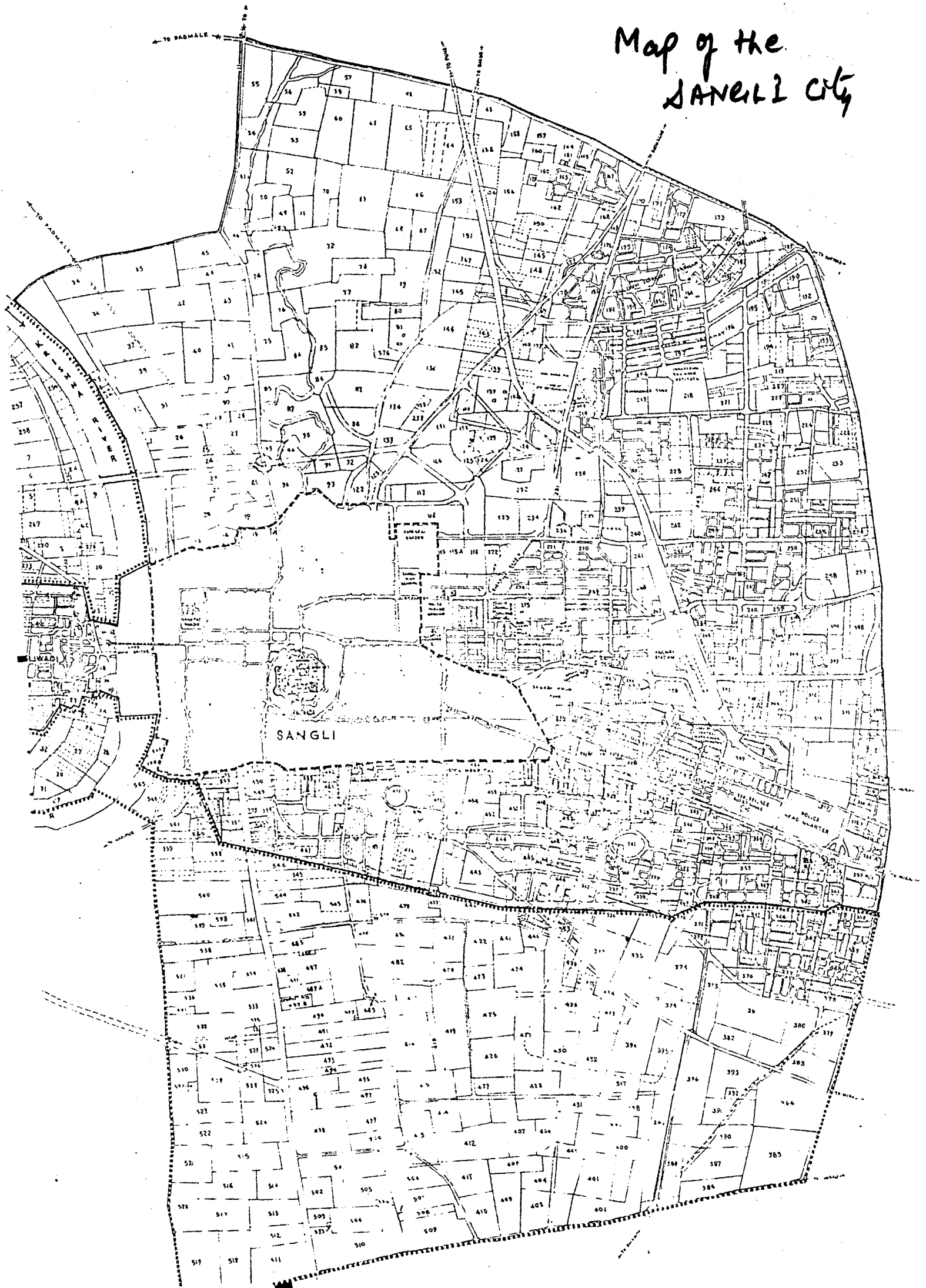
# Location of Sangli in National Perspective.



Survey of India map with the permission of the Surveyor General of India.  
 Mal waters of India extend into the sea to a distance of twelve nautical miles measured from the appropriate base line.  
 Territory of Meghalaya shown on this map is as interpreted from the North-Eastern Areas, (Reorganisation) Act 1971, but has yet to be verified.  
 also the capital of Arunachal Pradesh.

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# Map of the SANGLI CITY



Demographic and Physical Aspects :

Sangli is essentially a Municipal council area. The area of city in Km. is 40.97. Total population of Sangli according to 1981 census is 1,52,389 out of which 79957 are males and 72432 are females. The density<sup>n</sup> of population per Km. in Sangli is 3720. The decennial population growth rate is 32.35 %. Estimated population of the city in the year 1988 is 1,75,000. Number of occupied residential houses were 28,617 while number of households were 29,224. Literacy rate according to 1981 census in Sangli is 63.37 in which 57,791 male literacy and 38,782 female literacy is there. Schooling facilities per 10 thousand population are as follows - Higher Secondary or Junior College - 1.31; S.S.C. or Secondary - 1.18, Middle School 1.18, and Primary - 3.67.<sup>5</sup>

Average rainfall in Sangli <sup>is</sup> 568.5 MM. and temperature is 38.0 degree centigrade maximum and 14.0 degree centigrade minimum.<sup>6</sup>

PART - B

OBJECTIVES OF THE STUDY

The objectives of the present study are listed as follows :

- 1) To study the viewing and listening behaviour of the women living in Sangli under the different strata.

2) To findout to what extent, this information changes their various attitudes, beliefs and ultimately leads them to make behavioural changes in their life.

3) To understand the use of the media in the life of women.

4) To understand the variations in the use of media among women belonging to different, socio-economic background.

5) To find out, the innovativeness and the degree of adaptability in their behaviour with reference to media.

6) To investigate whether the media have positive or nagative role in the life of women as well as in society.

7) To understand the role of different types of media with reference to women belonging to different socio-economic strata. It is very essential to understand whether media provide relevant information in changing their attitudes and help them in promoting education and information on jobs as well as in developing their social relationships.

8) At the same time the study also aims to make it clear that how far these women utilize the information obtained through the media (Newspaper, radio and television ) in their personal and day-to-day life i.e. in family and in occupational matters.

### Research Method and Sampling :

For the convenience of the present study the division is made of the respondents into ten different groups according to their income occupation, education, marital status, religion, caste as well as age group. The 100 respondents have been chosen because it helps the quick calculations of percentage and generalizations. However stratified sampling technique has been applied to select, women respondents from different educational and socio-economic backgrounds.

The sample of 100 respondents is taken on the basis of following variables.

#### 1) Age Group :

The women selected for study are between the age group of 18 to 89 years of age. Ofcourse more stress was given in the age group of 30 to 45 years of age.

#### 2) Educational Status :

For the stratified research illiterate, literate alongwith semieducated and highly educated women were involved in the data collection.

#### 3) Income Group :

In this study women from lower income group, lower middle income group middle income group, high middle

income group and high income group are interviewed.

4) Marrital Status :

For the data collection unmarried, married widowed, divorced and abandoned women are taken into account.

5) Occupational Group :

In the present study ten different groups of women working in ten different fields of occupations are selected. They are Artist, Beauticians Clerks, Doctors, Housewives, Lawyers, Nurses, small scale workers, Social-Political workers and Teachers. Each group comprises of ten respondents.

6) Religion and Caste Group :

To get more stratified result from the research the interviews were taken of the women respondents belonging to different religious and caste groups alongwith the different types of attitudes and thinking.

The data in these cases has been collected with the help of structured questionnaire and supplimented with an interview technique.<sup>7</sup> This furnished further qualitative data. Some qualitative data has been collected through case studies. Hence it has got, a microscopic approach too. The results were tabulated to elicit, meaningful tables. The tables are represented in actual numbers as well as percentages. Both column and row percentages are given in the tables.

Though the questionnaire method is used the researcher attempted to collect the respondent opinions in their own words to prevent the distortion.<sup>8</sup> Researcher tries to take an 'EMIC' approach by using the same mother tongue language and interpreting the other things. Again it has 'Audience Research' study and can be categorised in seeking to understand the characteristics of women in their own opinions and ways.

The data collection was made during August 1987 to October 1987, i.e. for the period of three months. Ofcourse certain difficulties also came across by a researcher. During the time of data collection. The difficulties like language problem, expressing ability to the questions asked were there. Because though there were 82 % respondents loclonging to Marathi mother tongue, the respondents belonging to Gujarati 4 %, Hindi 7 %, Kannad 6 %, and English 1 %. Mother tongue also were their. Some respondents were of the opinion that the present, research enquiry will take them into the jail or polic custody. Number of respondents told me that not to give their names to the Income Tax department as their family income was taxable one. In number of households respondents husbands were dislike such a enquiry and respondents were under pressure before their husbands to give their free opinions. These were the major difficulties in the data collection.

Map of the Sangli city alongwith the map of India and Maharashtra is given for the clearcut information about the location of the study.

The present study does not take any ideological stand point regarding women. The researcher tried as much as possible to be unbiased. The angle of the present study is to know the reality in listening and viewing behaviour and applicability of mass media in society.

: NOTES AND REFERENCES :

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