

C H A P T E R - F O U R

: W O M E N A N D N E W S P A P E R :

The main ingredient of a newspaper is NEWS (coming from all directions North-East-West-South.) 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 reader turns to a newspaper for news and opinion, entertainment and such other things.

Out of 100 women respondents selected for data collection. 94% were found reading the newspapers. Out of it, 62 women read it regularly or daily 19 % read rarely and 13 % read the newspaper very rarely. While one respondent found unable to read at all and 5 % respondents disliked to read the newspaper.

Respondents read the newspapers from different languages according to their liking. Ofcourse some respondents read more than one newspaper or group of newspapers, the details of which are given as follows :

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- N.B. 1) Figures marks with asterisk mark indicate salient features or majority trends.
- 2) Figures on the left hand side of the number in brackets indicates row percentages while figures to the right side of the number indicates column percentages.

Name of the Newspaper		No. of Readers
1)	Kesari	52
2)	Maharashtra Times	46
3)	Sakal	29
4)	Tarun Bharat	25
5)	Loksatta	16
6)	Navasandesh	15
7)	Indian Express	13
8)	Rashtrashakti	13
9)	Pudhari	10
10)	Times of India	6
11)	Agradoot	6
12)	Prabhat Darshan	4
13)	Janma Bhumi (Gujarati)	3
14)	Pratidhavan	2
15)	Mumbai Samachar	1
16)	Mid Day	1

Besides all these daily newspapers other periodical are also read by the respondents. These periodicals are, Sakal, Illustrated Weekly of India, Shree, Swaraj, Shatkar, Chandri, Chitrulekha(Gujarati), Economic Times, Sobat, Sarita, Femina,

Manorama, Women's Weekly, Filmcity etc. Hence a variety of newspapers and periodicals are read out by the respondents which indicates the varied tastes and socio-economic background of the respondents.

Reasons for Newspaper Reading :

Women respondents read the newspapers not for a single cause but there are a number of ^{or} group of reasons for which they read the news papers.

TABLE NO. 1

OPINION ABOUT NEWSPAPER READING V/S CAUSES OF NEWS

PAPER READING

Cause	Opinion				Total
	Reading	Regularly	Rarely	Not read	
Just, Fancy	(58.11) 24.02 43	(37.84) 23.95 28	(4.05) 42.86 3	-	74
To know daily events	(58.57) 45.81 * 82 *	(38.57) 46.15 54 *	(2.86) 57.14 4	-	140
To increase knowledge	(60.81) 25.14 * 45	(39.19) 24.77 29	-	-	74
To pass leisure time	(60) 5.03 9	(40) 5.13 6	-	-	15
Other	-	-	-	-	-
Total:	179	117	7	-	303

Table No. 1 indicates that majority women read the newspapers to know the daily events and then to increase knowledge when they read regularly. So their major reason is to know the daily events by which we come to know how they are alert, or eager to know the daily happenings in society.

Other opinions regarding the same are also given by few respondents. Though these things are not given in the table we have to consider the same as it has got some weight age also. Besides the above mentioned causes women prefer to read the newspapers as it is their liking since childhood and now it has become a habit. It is useful to them to know what is happening in society. They can read about it, whenever they are free. The respondents also like to newspaper because to get aware of cine advertisements, lottary results, lucky numbers, lessons at 10th standards, and to creat social awareness. For pensioners it is useful to pass the time. To get information about, banking, industry, co-operative movements it is also useful. Though there is tendency to read it at public places or free of cost no body gave response to the question on it.

Reactions on reading the various types of news :

Giving response to the question, Explain what do you feel when you read the newspaper and the various types of events printed in it, respondents gave some interesting opinions. They were asked about political events, scientific columns, contemporary social problems, entertainment, sensational news, sports

news forecast advertisements etc, The reactions received in this connection are given in table no. 2 as follows :

TABLE NO. 2

REACTION ON THE NEWS PAPER READING

<u>Reaction on</u>					
Political Affairs	Instability	Funuy- Enter- taining	Disinter- ested	Not resp- onded	Total
	65	8	19	8	100
Entertain- ment	Yes 80	No 14	Rarely 6	-	100
Sports Events	Reading 67	Not reding 27	Others 6	-	100
Astrolo- gical/ forecast	Believe 17	Don't Believe 60	Enterta- ining 68	-	145
Advertise- ments/ Classifides/ cine	useful 62	Not useful 30	-	8	100
Contemporary social problems, Thrilling news, criminal news.	Worried 60	Punish- ment should be given 30	Others 54	-	144

A) Political Events :

On giving reactions about political events 65 respondents feel that they are worried about what is going on and there is instability every where on political front. They feel worried also about the political future. They feel very ^uin- happy of the present politics, because there is growing tendency of distruction and violance. On the other hand eight respondents feel it very funny and entertaining. While 19 respondents mentioned that they are not interested in politics and they do no want to read such type of news because it is waste of time only. 4 out of these 19 respondents remarked that they feel very indifferent on reading the political events as there is nothing new in it. They also feel that their poverty remains the same as government is not giving any help to them. The freedom obtained by Gandhi and Nehru is becoming useless now because there is no sacrificing attitude in it. Another five respondents said that, they read political news only to get aware of the present, ^tsiguation. They don't think over it to a great extent. They just, overlook on it, and remain to be aloof from all the political events. Again 11 out of 65 respondents mentioned their unhappiness over it; while the frustration is growing on due to dearness, unemployment, poverty and fighting for power as mentioned by another 6 respondents. They hate the politics and politicians and feel very depressed. Present politics is

misleading the people and there is deterioration of our country; politics is becoming unholy and there is every where confusion in politics as remarked by the respondents. They also feel that political field is most, unsecured. It is futile. Honesty is decreasing in politics. Selfishness increases and morality goes down corruption and disturbance taking place very fast. There is no control over public and on politicians. There is quality without principles according to one respondent.

Politics is now power oriented and one can do anything to be in power. Politicians are stupid. They only try to find out others defects. Giving promise through their speeches is their business. But in practice they do nothing. Reshuffling in ministry has become a practice now, and it cause delay in making decisions. Hence all the problems remain pending. The behaviour of the politicians is not ideal one and hence common masses dislikes it. The rights of the masses are preserved only when the leaders are honest themselves. It does not depend upon the type of power, whether it is democracy, dictatorship or communism. Practicability now^a days is becoming dominant over the principles. Corruption has become an etiquette and hence politics also is becoming compromising in nature. Groupism has created riotousness. They neglect the social interest and national interest. Ruling parties are disturbed by Kicking tendency while opposite parties are weak. Hence there is no stability in

any party but a total chaos. Common masses are ^{crushed} ~~ernshed~~ under the obligations of caste, religion and this becomes a chance to politician to exploit, them. So total atmosphere creat^es worries as remarked by a respondent from a reputed family a reference is made in case study also.

The events on political front are delinked and shocking. Reading the news on it is surprising according to a single respondent. There is uncertainty about topsy-turvy incidents. The same event is discussed differently in all papers. The views are given according to the association to the parties as pointed out by two respondents. The newspapers differs in their reasons, hence it may be wrong to depend on any one paper and to give our own opinion. They also said that newspapers are going to loose the freedom. Many a times the news differs from actualities and reader is diverted in that way. There is no interesting issue as such and all is sterotype. Yet another respondent remarked that, there is less discussion about, politics among women. While other two respondents feel that they are not interested in reading such news as they do not know anything about politics.

Where as politics will remain the same as remarked by one respondent, while other three said that, there is nothing new in it. There is no possibility of revolution as pointed out by a respondent. Today government is facing number of national

and international problems and politics should not be a hurdle in solving these problems. There should be a change in politics and it should be clean and clear. Seven respondents are interested in reading news on politics and out of them two feel it very unhappy over the present politics. Though they are worried about the future they are hopeful also. A single respondent also remarked that previously she was interested in reading such news but now she is not interested at all as there is nothing left in politics.

B) Scientific Columns :

Strength of the respondents reading the scientific columns is 62 while those who do not read it is 34. Out of these 62 respondents 21 likes to read it regularly and 3 respondents read it with great curiosity. The causes of it are it is useful to get scientific information, it contributes the scientific knowledge as remarked by 6 respondents, while 9 respondents said that it is useful to understand new inventions. Through reading such news, scientific outlook ^{towards} ~~forwards~~ life is created; and for better living such an attitude and scientific columns are necessary. It helps in our profession. Iradication of diseases, information about medicines, electric machinery modern surgery, domestic appliances etc., are the useful units concerning our life, and the information we get all about is through scientific columns.

India has progressed well in the scientific field equally with other countries as remarked by the ^ffour respondents while three feel that, our country is lagging behind in comparing with other countries. Eight respondents appreciated the progress made on science of technology. One respondent tries to find out the question-answers (Prashna Manjusha) on science. A person gets the idea of industrial concepts and also gets the idea of how to use the new knowledge in daily life.

Scientific knowledge is reached to the villages through newspapers. Newspapers can make propoganda of science and its utility in country side. There should be given more scope to let, masses to know about new inventions and techniques. Ofcourse sometimes scientific evolution seems to be threatening e.g., nuclear war, sex determination test. On one hand there is advance science and on the other there are problems like blind belief evil customs, like sati etc., and by that it creates the awareness of becoming outdated.

Just overlooking tendency on scientific columns is also found among the respondents. They feel that it is good and reasonable to read it. Some respondents first go through headlines and only if it is interesting they read it in detail.

Those who do not read the scientific columns, 5 out of them dislike to read it, another 5 did not read it because they do not understand it. Though they read they are unable to recall it and hence they are unable to use it in practical life.

C) Entertainment :

As a mass media communication the newspapers use stories poems, caricatures or cartoons. It entertains the masses. Caricatures entertain fully by giving pictures on the subjects like political reversal, corruption, sensational news etc., short stories and poems are most affectionate to women. It reflects current social entity. We see sprouting of emotions through such poems written by new poets.

The special column is provided in each paper as a entertainment which gives relief from daily mental ^{torment} ~~to return~~ or psychological burdens. Such an entertainment, column is necessary for relief. It gives a joy and happiness alongwith fun and entertainment. Mostly all the readers use to read it, and such columns should be effective. It should provide learning while reading and interest, it should create. Subsequently it must be aloof from the obscenity. Three respondents previously use to read the same column but now they don't like to read it because of lowering the standard of it. Now-a-days there is over entertainment, through all the media and newspaper is not an exception to it. It causes a great loss to the people.

Short stories and Novels : The following respondents give their opinions as follows 16 respondents like stories from newspapers 2 respondents only read stories from newspapers

3 respondents read it, if it is good one. 4 respondents dislike to read it from newspapers. They feel that, such stories gives a cultural vision. Those who are interested can get a chance to write. Stories teach something and is possible to appreciate also. Stories for children are good one and it, can be a lesson to them. 14 respondents have a habit, to read poems while 6 respondents dislike to read it, from newspapers. Poems should give a message according to a single respondent.

Crossword Puzzles : 11 respondents get happiness by solving such puzzles. According to 5 respondents it gives momentum to our intellect, while 4 of them said that it increases vocabulary. It gives a knowledge and happiness. One can able to think over it. To some of them it is interesting job on holidays especially they are interested in quiz, crossword puzzle, Five respondents try to solve it, one occasionally and five disinterested in it.

Caricature : It is most subtle to know the social happenings. It is subtle criticism on current situation. It carries bitter truth with the help of comics, reflection of reality and meaningful sense. It makes us to laugh for a while. To draw caricature is a symbol of great intellect e.g., R. K. Laxman caricature gives an immediate response to the current social events.

Subsequently jokes give a sort of entertainment. They like to read the columns like 'Hasare Vidgnyan' and 'Hara^s Aani Latth Vha '.

Three respondents ^rarely found reading the same column for the entertainment and four respondents dislike it so reading it. To them, literature published in newspapers is of no standard. It is worthless, and ^{of} ordinary level. It is large in quantity but less in quality.

D) Sports Events :

In all 67 respondents read the news about sports events of them, 24 go through it with great interest, 7 wish to play after reading, 7 read it rarely, and remaining read it as news item as to get information about the sports activities going on around the world.

27 respondents who do not read the sports news, of them 2 dislike to read it, 10 dislikes the sports at all, 2 interested to witness the sportson TV, hence they ^{do} not read it, while 8 respondents feel it's a waste of time and remaining do not read it for their personal causes but not mentioned those causes.

Veryfew Women respondents found to play the games like Tennis, Badminton, Volleyball, Hockey, Caram, Table Tennis,

Athletics and so on. Though some of them were playing proviously and got the prizes also, but now there is no consistancy in it. One respondent told that till her ^graduation she uses to play regularly and has achieved prizes also, but now she is under obligations as a women. Hence she feels that ' if she were a son she would have become a prominent sportsman.' Girls do not get chances as boy's can and hence they remain behind, with less progress themselves.

It's a new trend in journalism to increase the sale of the news papers by giving wide publicity to the sports events. On reading such news one should appreciate the skill of the Western Players. It is shameful for us that we produce a very few players of international reput^e through we have a large population. We can't reach even in the semifinals. News papers should put a light on the causes that why we are remaining behind or not going to reach the minimum standard also. Why Cricket is given so importance as question^{ed} by a single respondent. Another respondent feels a ^grief over the matter that sports field is also carrupted.

Consequently respondents also feel that, such a news reading gives them a relief, good entertainment. Children should read it so as to become a good sportsman and to develop their sports habits. Eleven respondents like to read news on Cricket,

while two respondents feel that, number of girls like P. T. Usha should be borne. Women, those who like to play ask their children to participate in the sports events and newspapers are also helpful to know the time and venue of the sports activities. Some times they feel happy over reading the sports news though it is not possible for them to participate in. It gives information about new sports events. To understand the standard of our sport^sman and of other countries, the newspapers are essential. Three respondents feel happy over the progress achieved by India in the sports events. Sports news inspires the readers as well as sports mans too. It helps to creat solidarity and friendshipⁱⁿ the nations and among the sportsmen of a country. The paper gives very good coverage for all national sports events. There is need for sportsmanship and national integrity.

E) A Strological - Fore cast :

Most of the women like this column. Almost 36 respondents read it with great reverance. Though they like it they do not want to depend on the matter as pointed out by 3 respondents. Many of them read as a curiosity, eagerness, enjoyment, relief, entertainment and so on. Though they believe or don't believe they read such columns. 25 respondents out of 60 though not believe on it, still then they go through it. They also read it

as a time pass article. 14 respondents do not read it, as they do not believe in it; while 11 read it rarely. Of the total response received, the major trend among them is it is entertaining as pointed out by 68 respondents. Whether they believe forecast, telling or not is also interesting and to this question those who do not believe is the major trend 60 respondents and those who believe in it, is only 17. That shows their tendency to look at the forecast telling and astrological columns.

Though the happenings are not as told in it, still then they attract to these columns. Four respondents found reading at first, such information and believe in it to a large extent. Three respondents feel it happy because sometimes they experience accordingly. They eager to know the future of the day, week and a month, it is but natural to them. When mind is totally defeated it gives some relief by believing in it. After all forecast telling is a science and hence we cannot believe to great extent in the matter given in the newspapers as told by three respondents. There is tendency to read self forecast, other's forecast, and to read on the special occasions like marriage or child birth etc., Not all but a few things can come to the truth according to them. They also feel that we must depend on fate.

On the other side the respondents gave their negative approaches also. According to them giving forecast in news papers is wastage of columns. It is a trick applied by the newspapermen to achieve popularity. It is a sort of hypocrisy because there is repetition in it. It is based on false notions and predicted on imagination only. It creates prejudice and results of it are always negative one. Hence it is useless. Ofcourse it, creates restless when it predicts a death. When forecast telling is one and the same of the millions of peoples, and when people believe in it, it is amusing one.

One respondent gave her opinion that there is good coverage on weekly basis on this issue and hence a scientific background should be given to it by newspapers to fulfill the inquisitiveness of the people.

F) Advertisements - Classifides - Cine :

Present era is called 'epoc of advertisements' and it's a natural thing that advertisements affect on the means of communication. The readers must go through the advertisements. Major trend according to the table no. 2 shows that, the 62 readers feel tha advertisements are useful while 30 said that advertisements are not useful.

Out of the total respondents 17 read the advertisements and overlook it, 6 respondents are in favour of all types of

advertisements in newspapers; it gives information according to 2; 5 respondents read it rarely. Those who dislike it, and hence do not read are 18; 11 respondents are favoured only cine advertisements; of them 3 go to cinema by reading the advertisements. They also feel that, through reading, review one can make a selection of the cinema. Such advertisements create entertainment. Hence they go through it, with keen desire. The respondents feel that they dislike the cine advertisements as these are obscene in nature. Vary few respondents i.e. only three like the advertisement of play or drama. According to them drama gives them a reflection of social mind in it. We can see socio-economic and psychological aspects of the society through drama. Such an advertisement is as good as a mini model of society according to a well known artist and teacher respondent.

In general the negative response regarding the advertisements taken by the women respondents is also not less in quantity. But still then its utility is also discussed by most of the respondents. Those who feel unhappy over the advertisements their opinions may be understood as follows.

Advertisements in the newspapers cost more and merchants or businessmen do such expenses. The newspapers get, profit, in process. Now-a-days there are more advertisements than news in the papers. All the businessmen try to increase

sale through advertisements and it carries exaggeration and dazzlingness. They try to make much of advertisements. Customers are to pay more according to the advertisements, and it is unnecessary a penalty to be borne by the customers. It feels grief that poor people cannot get such commodities due to high prices and hence frustration comes on. Advertisements misguide the customers and hence they should remain away from it. Sometimes customers may confuse themselves because of one and same article is produced by different companies but they advertise it in their different fashions. There is a competition in it. They have the tricks to attract the customers at large. Many a times advertising agencies also are involved in it and they exploit, the women too, 'Woman ' always seems to be attractive in society and her attractive nature is exploited by the advertising agencies in different forms. Such a tendency makes the respondents very shameful. Such type of media projection of women or their misuse in advertisements is protested by the respondents. It creates disquest among the respondents.

On the other hand respondents also favoured the advertisements. According to them advertisements attract, to all. Due to its attractiveness one must, get temptation for a while. Those who have linking in drama and cinema have to turn their attention towards the catch line. They have to understand

the big and attractive advertisements. Advertisements are sometimes seasonal and useful also e.g. sale of articles, cultural programmes, cosmetics, medicines, etc. Advertising creates new imagination and gives information about the modern things. 6 respondents gave their own advertisements in newspapers. Classifieds - 18 respondents feel that classifieds are useful and they like it. Out of them 9 love the 'wanted' column, two love the Bride and Groom column and others feel it useful for business, service etc. To get employment, is one of the causes also. It is useful for others also in the home. Especially tender notices are useful for one family.

Advertisements are mostly useful to make a change in society e.g. There are issues like injustice, dowry death, rape, etc., in the cine advertisements and sometimes family and religious atmosphere reflects in the advertisements too; e.g. advertisement on Tea. Utility and capability of these advertisements is more in the view of commercial and technical point of view. But when its professional nature increases it is harmful to the masses. According to the respondents advertisements should be artistic, informative, good and interesting too. Some advertisements are O.K. for new items but some are vulgar and those should be banned. We must be aware of the misleading advertisements. We should not become a victim or subject, to the advertisements. We should follow the advertisements as per our own thinking and appropriate attitude.

We should find our own way and should become firm to our views though there is hammering of advertisements.

G) Contemporary Social Problems - Sensational News - Criminal News :

Contemporary Social Problems :

The problems discussed under this category are blind belief, dowry system, marital problems, injustice, dearness, women liberation etc. A spontaneous response has received from the respondents in this regard. Respondents from different categories discussed these problems with great seriousness.

According to them, these questions lack affinity in society. Disinterestedness regarding these questions found in society. Many of them are of the view that, such a neutral tendency is dangerous to the society. They feel that there questions are not meant for men and women only are to suffer by it. Women are under various obligations and they are depressed under restrictions in their own home. They cannot go outside the home and also they cannot think independently. Hence bulk of women in society are not aware of these problems, and they feel there is nothing wrong in problems like superstitions, dowry, injustice etc. Women belong to the down trodden society are not aware of these problems at all and hence there is no question of think it over independently. According to the respondents social system is responsible to all these questions.

There is awakening in society on the one side through reading newspapers, talks seminars etc., but on the other side all the social problems are increasing at the same time. So there is less effect, of such programmes. Awakening is inadequate through news papers according to them. Hence newspapers should take into account the effects of the news rather than to provide only news. Newspapers should touch the reality than to give vivid publicity only. Newspapers can take a firm stand against the social problems and can take effective steps to fight against the evil customs. Newspaper is a thoughtful media and people should depend on it. Newspapers should give more stress to find out the solution to the social problems than to give more publicity to the politics and the politicians role.

Alongwith media, it should be a people's movement, also, they should cooperate to eradicate these problems. Women's role is important, in this connection and they should come forward to fight against the evil customs like ' Devdasi '.
 Subsequ^{ently} governments should enforce the prohibition laws and social legislations to control over it. Effective implimentation of these measures through government machinery can control the problems like dowary death and superstitions.

Superstitions are universal, present in developed as well as in under developed countries. Blind beliefs are rooted deeply in the minds of human being. It is going to sprout day-by-day. Women give more importance to the superstitions and number of superstitions still exist, in our society e.g. homicide, sati, dowary, lacked worship, Devadasi etc., Extent, of superstitions is more among the villages than urban areas. The causes responsible for it are ignorance, poverty, illiteracy etc. To overcome these problems educational opportunity should be provided to all. In this connection the principle of 'Charity begins at home' should be applied. Education and cultivation of culture (civilization) should go hand in hand according to 3 respondents. Social reform activity is more important, to check these superstitions.

According to 11 respondents they have to observe the superstitions though they dislike them. They learnt that it is unrealistic but there is no alternative to it. Generally women are the victims of these superstitions, they are under pressure of it. Family members put pressure on them and hence they have to perform the rituals. There is no rescue from observing such customs. So it is not possible to eradicate the superstitions. Though it feels that these are the evil customs and should be eradicated, but it is impractical to do so. It is endless process according to them. Newspapers can take a strong step

against it and it requires constructive efforts and deep thinking. Male female should fight against it hand-in-hand. Increase in literacy will help to minimise the extent of these problems as told by 4 respondents; while 2 respondents said that orthodox attitude must be vanished. Participation of all will help to solve these problems subsequently education, self-sufficiency, freedom, equality if given to women then such social problems will not remain in society to a great extent. Only few social workers can't be helpful and hence aloofness tendency should be deleted.

Problem of Dowary :

27 respondents feel that, evil custom like dowary should be eradicated. Nature of dowary has now changed. One has to give dowary though law is there as remarked by 6 respondents. Competition of giving dowary among the literates and rich peoples creates depression, and any according to 6 respondents. Dowary makes a marriage a bargaining. It finishes the life of brides as they commit, suicides or they are killed. (Example in this connection is given in the case study belonging to a small scale worker). Law prohibiting the dowary remains on paper and only chattering is going on every where in society regarding this. Bride has to show patience under obligations of traditions and injustice. This does not be helpful to change the status of women. To eradicate the dowary system there must be a change in social system and equal rights should be given

to all as pointed out by the respondents. It is surprising that in 1987 only there were 217 cases of dowary in Sangli.

According to 6 respondents marital problems are created due to the secondary position of the women in society. They have to face more social restrictions. Women has no value in society. They are to face injustice everywhere. Traditional attitude towards the women has not changed at all. The efforts are made to depress the women in society at present also. This causes to extent the marital problems. On the other hand, women are now becoming aware of the injustice made against them. Education and independence helps them to participate in social activities. But still then compromising attitude has not developed so far. Previously they were use to shade tears only and were giving blame to their fate. But now they got, the direction. They are eager to come forward but male attitude is still as it was in past. Their dominating tendency is still present. This factor creates the marital problems.

Advice is extended through many newspapers about family and marital problems. It is good undoubtedly. To solve the marital problems both should try to understand each other's attitudes, behaviour and it is the only necessity. To avoid such problems self selection should be given priority. When problems becoming very critical then social workers and women themselves

should come forward to solve these problems. Alongwith rules and regulations attitudenal changes should be made to overcome such problems.

Making demonstrations and morcha's alongwith gherao's are boasts and decieving jobs. According to them us problem is solved through such actions. Such actions are overt, solutions and not basic solution to the problem. Morcha is temporary solution. On the other hand 3 respondents feel that no problem is solved with out any morcha or agitations.

Eight, respondents have no faith in women's liberation. Such a liberation movement is limited only to city area. It is a slow process. They have no interest in it because in reality it is useless. It becomes a hurdle in peaceful society. On the other hand, they feel that there is misunderstanding about the women liberation. It is not anti-male movement. It does not want to break the family system. The women those who support this movement, feel that majority women are still not aware of the liberation movement. They are still away of the awareness of injustice. It is essential to given lesson to them about the utility and usefulness of women's liberation movement. Media like newspapers should make efforts to give publicity to the women's questions. Women labour in home and in society should be respected. We cannot neglect her existance. Women liberation will be helpful to fight against, the injustice,

violence, rape etc. It gives more responsibility on women. Women are to require to make a change for themselves. According to 6 respondents injustice on women is decreasing now-a-days. Coordinated efforts in society are essential to minimise such problems. Subsequently women's organizations are necessary to achieve a success in this regard.

Sensational News :

According to 7 respondents people prefer to handle the newspapers to read sensational news like corruption, rape murder etc. 4 women respondents read such news at first. Another 7 respondents feel that such sensational news is given in the newspaper to increase its sale and to gain profit. According to 3 respondents such news is given undue importance while other 9 respondents feel that such news is given in unnecessary dazzling nature. There is exaggeration in it. Extra description is also given in it. This nature makes a news baseless one. Children also are attracted to read such news and it creates a bad effect, on them according to 5 respondents. Present situation creates worries about the future. Hence the role of newspapers in giving news should be to give the information regarding the daily events and to create awareness among the readers regarding social reality. The object of the newspapers should be awareness creating and to form a public opinion against the delinquency as pointed out by the respondents. The opinions ^{of} are various

readers are as follows - 2 respondents just overlook it, 2 go through headlines only, 17 read in detail, 8 does not like to read at all, 2 feel unhappy on reading it, 3 feel grief and become angry over it, 11 become disgust, 3 feel depression, 3 becoming frustrate, 4 feel anguish, 3 becoming shameful while 4 feel it gloomy. In general they feel reading such sensational news a mental strain for them. Such a sensational news gives us a violent picture of the society.

Corruption :

Now-a-day no one field is remain aloof from the corruption. Corruption is rampant everywhere and each field is smeared with it. Corruption is a social problem, but people are rather indifferent, in eradicating it. Government efforts are also inadequate to control it. All are knowing the effects of it still then they do the corruption. Politicians and so called elites do the corruption but they are not punished and those who are not guilty or commit, minor offence they are punished seriously. Those who are expected to give justice to the people they are involved in such actions and it is shameful to the society. Politicians support to suppress such news and try to hide the reality. Manytimes police try to give protection to the delinquents rather than to investigate the facts. Punishments are not give according to the seriousness of crime. No proper

investigation is made though the law exists there. Hence respondents feel that, common masses do nothing against, it and it is necessary that a strong action should be taken against it.

Rape :

It has become a style now to give a news on rape in the newspapers. It's a daily event and daily news. But so long as action is not taken against it there is no use of giving such news according to the respondents. They feel that it is the tactics used by newspapers to give vivid publicity to such kind ^{of} news ~~papers to give vivid publicity to such kind news~~ so as to increase the sale. They use to publish whatever they want. According to them such news should be realistic. Rape news should not be considered as an advertisement. Rape is not a debatable question. It happens since long, but now we get the information about it through newspapers. Exploitation has been made of women in this way in society. Though she is not guilty she has to suffer a lot. Those women who dare to take action against, it they are disgraced in society. Women are given inhuman treatment and are not given equal treatment. Incidents like rape are taking place in society due to the helpless nature of women according to them. It creates insecurity among women five respondents feel grief over the matter, and four respondents feel it dangerous to

go outside the home in the evening or at night. To overcome this problem communal action should be taken in almost all the places. All the people are to associate with each other to extent helping hand towards the distressed women. Various types of associations are to take care of the security of women. Organised efforts will help to resolve such problems. But they also feel that women themselves should become courageous.

Murder and fighting events are also increasing in society. According to 18 respondents newspapers should give such news alongwith its evil effects. It requires a hard punishment and proper administration. Loopholes in law inspires the delinquents. Nothing is new in it as thousands of such events are taking place daily in society. Hence no one is giving attention towards it. Human tendency is becoming blunt by such happenings. And all such criminal behaviour has gone beyond our control.

The role of newspaper is to put the reality before the people and ask the people to think over the growing criminal tendency and to take firm action to control it. Only going through the newspapers alone will not help to curtail the extent of criminal tendency. It requires to make people become reasonable.

News on Crimes :

The respondents feel angry and disgurt, over reading the news on crime. It gives pains as well as frustration. Some times ~~such~~ ^{such} news is given undue importance and publicity. Many times ~~rumours~~ ^m are also created, and there is no provision to sensor such news accor-ding to 3 respondents. Local newspapers give more coverage on such petty issues than national level papers. They feel that crime is not an accident, but it's a planned attempt. To give publicity to such type of news makes delinquents become more vigilant. Respondents also feel that such news gives ~~as~~ ^{us} a violent, picture of criminality, detarioration of ~~s~~ ^society, distructive attitude in society. Such news gives a training to delingents and smugglers. Police, peoples from all walks of life are also involved in it, and day-by-day this tendency is increasing. Reviewing this a question that frighten us is what is the conclusion out of it.

Three respondents feel that news on drug addiction and criminality should not published in the newspapers. 6 respondents does not like to read such news while 7 feel that there is nothing new in it and it is not surprising to them. 17 respondents feel worried over the tendency of drug addiction, vices, and the future of younger generation along with nation too. If creates a total loss to the country, society and youth.

It also diverts the youth towards the social and moral downfall. Polluted social surrounding brings delinquency to a higher level. 3 respondents feel that their habit, of reading such news is increasing, while 2 of opinion that, readers are attracted by making tarty news. It creates a ^{by}peversity in mind and especially misleads the youth by evil effects according to 4 respondents. Hence it is necessary that news papers should remind the people to take into their consideration about the evil effects of such activities. To give encouragement, to delinquency is a sort of hostility against, the country and it is the responsibility of the newspapers to speak against it. Teachers, parents and government should work hand in hand to control the delinquency alongwith the women.

Utility of Newspapers :

Respondents were asked about the utility of newspaper regarding family welfare, culture and personality development. The opinions given by them are mentioned hereafter.

According to 7 respondents newspapers provides useful information for the personality development. It develops our intellect, ^cand cultivate the mind. It is useful from the professional point of view. Social workers and teachers are benefited more by the newspaper. It helps to keep away the misunderstandings, e.g! Bolka Patthar' Newspaper is useful to drive away

the superstitions e.g. ' Bhahamati ⁿ ', 'Angara' (Sacredash). It directs us what to read and what not to read. One can become alert of his surroundings. A column on ' readers's views ' helps to understand each other's views. We can make our own views also. To keep in touch with current situation is also possible. Positive attitude is created. We can see the world with inquisitive and balanced attitude. It is useful to develop the inter relationships. Gradually attituden^lal changes takes place. A respondent educated upto III standard feels that she has preserved the reading and writing habit, through newspaper reading. Newspaper becaemeuseful for less educated women to get knowledge regarding family welfare, good habits, civilization, importance of schooling, effects of bad habits, importance of small size family etc. They can get the information of the family planning means through advertisements. Articles on various subjects given by the experts are helpful for good understanding. 7 respondents like to read editorial and they ask their children to read thenewspapers. Reading habit creates interest, and developes the vocabulary. Two respondents collected the articles on various subjects. They can develop their hobbies of poultry farming, gardening, flower arrangments etc., through getting inform-ation from the newspapers. It is useful for daily life and to increase the general knowledge according to 3 and 16 respondents respectively. It gives us worldly happenings.

Marketing, fluctuations in prices is also known from the newspapers. 6 respondents feel that newspaper cuttings have helped them for comparative studies, to participate in the seminars on the subject like ' Effects of TV on children', etc., and also helped for their talks and teaching subject. It gives informations regarding the home appliances like, electric iron, Mixer, Gas, Cooking range, Washing machine, freeze, etc., Recreation is also created through stories, poems, caricatures by staying at home only. Newspaper is just like a guide to us.

According 7 respondents newspaper viz., ' Kesari ' became useful to their children studying in 10th standard for the lessons on all subjects. 6 respondents utilized in practice the health information provided by the papers e.g. Yogasana, Fast food, importance of vegetables. Newspapers also provides information on modern medicines, physical and mental illness, Nutrition and child development, eradication of superstitions etc.

According to the respondents newspapers are helpful in providing information on Beauty care, first aid, home medicines, Aurvedic medicines etc., Sports news, news on science and technology gives them the information of the changing world.

Newspaper reading creates a habit, of meditation and gives a way how to live the daily life and how to behave in society. We can come to our own judgement, through newspaper

reading. Knowledge received through newspapers is applicable in our practical life.

One has to face so many difficulties during his own personality development. But such difficulties and adversities are cleared away by the news papers through their meritorious and balanced articles on various subject. In short it cultivates our life. One artist and literate personality told us that she extended her friendship to a great extent, through her 120 articles published in the newspapers. She received the communication response from all corners of society. A social worker feels that newspaper creates a close relationship with a reader. One Marathi cinestar woman told us that, reviews on cinema, criticism on it helped her to develop her acting performance. One singer woman feels that it is useful to get information of the cultural gatherings, singing art, and response from the people.

Two respondents got the job through the advertisements published in newspapers. Through such advertisements one respondent, selected her Nursing field as a profession. To the social and political workers newspaper has benefitted more 89 year old social worker responded as she provided the facility of newspaper in the ' orphan home ' she has conducted and newspaper became useful to her in establishing a new ' Home for aged.'

She still remembered the editorial^t of Acharya Atre. We have to adjust, with society and we have to become more careful of the people from different walks of life as she stated so far.

Newspapers discusses issues on socio-political and social work aspects. It gives a useful direction for eradication of slums and delinquency arising out of it. To launch the programmes like rehabilitation of the distressed, rehabilitation of Devadasi, Women's education, newspapers perform the major role. It creates a sense of social responsibility and social awakening. According to the social workers many people gave a helping hand to them in their humanitarian work by reading news on the work they have undertaken. It also gives them a direction towards their constructive work. One Muslim social worker developed the habit of newspaper reading among the less educated and especially, Muslim women she said that a group of women's social workers initiated a ' Mahila Nyaya Andolan ' to help the distressed women, on reading the ameliorating conditions of women. According to a group of women's social workers the work of ' Legal Aid Society ' they are doing has got a high status in Maharashtra. To them, newspapers encourages to stand on their own footings and to work with great courage. Newspapers give the introduction of the same work undertaken elsewhere in society. According to them the knowledge received through newspapers is not received from any other media. Hence newspapers have no alternative.

A part from the above information and responses following tables also will help us to know the opinion on news paper reading and ca^uses of it, versus age group and educational status respectively.

TABLE NO. 3

AGE GROUP V/S OPINION ABOUT
NEWSPAPER READING

Age Group	Opinion				Total
	Reading	Regularly	Rarely	Not reading	
18-25	(16.54) 17.20 16	(38.46) 16.67 10		-	26
26-35	(57.5) 24.73 * 23	(37.5) 25.0 15	(5.0) 40 2	-	40
36-55	(58.11) 46.23 * 43	(37.39) 46.67 28	(4.05) 60 3	-	74
55 Onwards	(61.11) 11.84 11	(38.89) 11.66 7	-	-	18
Total	93	60	5	-	158

According to the table No. 3 the major trend of reading the newspaper is found among the age group consisting of 36-55 and decreasing the same among the age group of 26-35

18-25 and 55 onwards respectively. Apart, from that, the tendency of reading the newspaper regularly is found also high among the age group 36-55 and lowering down among the age groups of 26-35, 18-25 and 55 onwards respectively.

TABLE NO. 4

EDUCATIONAL STATUS V/S CAUSE OF
NEWS PAPER READING

Table No. 4 indicates that there is high percentage of the respondents reading the newspaper to know the daily event. Among them the number of postgraduate respondents is higher than the graduates, S.S.C. and Illiterate respondents respectively.

T A B L E N O . 4

E D U C A T I O N A L S T A T U S V / S C A U S E O N N E W S P A P E R R E A D I N G

Educational Status	C a u s e s						Total
	Just fancy	To know daily events	To increase knowledge	To pass leisure time	Others		
Illiterate	(21.0) 11.36 5	(32.0) 9.20 8	(13.0) 6.67 3	(21.0) 50.	(13.0) 42.86 3	24	
Upto S.S.C.	(25.0) 25.1 11	(48.0) 24.14 21	(25.0) 24.44 11	(2.0) 10.	-	44	
Graduate	(25.0) 36.36 16	(41.0) 31.3 27	(23.0) 33.33 15	(5.) 30.	(6.0) 57.14 4	65	
Post Graduate	(20.) 27.27 12	(52.0) 35.63 31	(27.0) 35.56 16	(1.0) 10.	-	60	
Total :	44	87	45	10	7	193	

