

## Impact of Television on Rural Women: A Sociological Study

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### Abstract:

Television in India started with the experimental telecast starting in Delhi on 15 September 1959 with a small transmitter and a makeshift studio. The regular daily transmitter started in 1965 as a part of All India Radio. The television service was extended to Bombay (now Mumbai) and Amritsar in 1972. Up until 1975, only seven Indian cities had a television service and Doordarshan remained the sole provider of television in India. Television services were separated from radio in 1976. Each office all India Radio and Doordarshan were placed under the management of General in New Delhi. Rural women in spite of being one of the most important segments of the society, still remain least benefited by this medium. But as is well known, women in rural areas are always busy in agriculture and household tasks. They work 16 hours a day bearing the double burden, that too for unequal wages. Therefore, they are left with no time for utilization of mass media. In male terms the women tend to see themselves not as persons responsible and responsible but as sexual being exiting for someone else. Marriage is a socially imposed on her and she has a chance in the matter. A girl is a cause of anxiety for her parents and she has to be 'knotted' as soon as possible. Nowadays television is giving a lot of importance in empowering women by telecasting good programs to empowering them in the area of social, cultural, economical, educational, legal, decision making, health technological, equal rights, freedom of expression, gender sensitization etc.

### INTRODUCTION:

India is a developing country. Therefore, the significant of mass media in this country needs no exaggeration. Television today is the most powerful communication media which has impacted nearly all aspects of our social institutions and social life. Television is highly versatile in nature as it localized education, socialization and change. Today television as an audio-visual mass media is universally means of communication to sensitize about social problem and development task. It is being used to improve instruction and communication at every level such as school, college, teachers, factory, medical, officer, workers, community, family and individual. Television has profound impact on our society. It has change the life style of the people and has become a major influence in our culture. Unlike printing, which take hundreds of years to influence the culture? Television's impact was almost instantaneous. Television has occupied an important position in homes and therefore, it is bound to make an impact on the individuals and the society television, as a technology has change the complexion and manner of conveying ideas

to people and therefore, there is a need to examine the individual relationship with the television. In a view of the fact that television in India is fast developing as a major source of mass enlightenments, leisure and pleasure, it is essential that its impact as a various areas is analyzed. This can go a long way in providing guidelines for future development programs of television in India. In terms of critic, comment and reviews on other medium print, radio, and cinema caught the fancy of the analysts as television has. The most effective functions to which the television is beings put are those of advertisement and entertainment. Through commercial advertisement the television provide the latest information regarding various types of commodities and product in the market. As compare to all other media, the advertisement through television found to be vision has been more effective.

### **Rural women and television:**

In a country like India, where some 80 per cent female population live in rural areas is illiterate. Print media have a limited impact on people living in rural areas. Moreover, it is a tough task to cover a vast population of villages in 880 million people spread over a large number of village in the shortest possible period to effective disseminate modern scientific knowledge. In such a situation television is certainly one of the most popular and effective media, as it provides entertainment, information and education in a healthy environment to all segments of society. Rural women in spite of being one of the most important segments of the society, still remain least benefited by this medium. women in rural areas are always busy in agriculture and household tasks. They work 16 hours a day bearing the double burden, that too for unequal wages. Therefore, they are left with no time for utilization of mass media. The rural women who are in majority in our country hardly projected in the media scenario. They gain news, value only when they are raped, eloped and attacked by men in power, one of different caste or economic status. The voices of rural women are not heard or when they are heard, the language used is a stereotype as “protest, struggle for equality, famine demonstration, or feminist appeal” and not as voices of human beings who have something serious to say and contribute. The Joshi Committee Report (report of the working group on software for Doordarshan) has condemned Doordarshan for its failure in furthering the stated national objective of women’s equality, and the lack of proper perspective of the issues concerning women on the part of policy makers, programmers and producers. However not many studies have been carried out of regarding portrayal of women on television .Television viewing has also been linked with the creation of stereotypes. Watch some of the women based serial and observe where maximum time is spent by the heroine. You are most likely to find here spending most of the time inside a house.

### **Objectives:**

1. To study the socio and economic profile of the respondents.
2. To study the suitable time to watch the television by the respondent.
3. To study what type of program refers by the respondent.
4. Impact of television on women's social and family life.

### **Field Area:**

Field of our study is Chhara village. it is situated in Bahadurgarh tehsil of Jhajjar district Haryana state, INDIA . It belongs to ROHTAK division. it is situated on the MDR 122 road from bahadurgarh to beri and on the state highway 20 from Sonipat to jhajjar. both these roads cross each other in Chhara. chandigarh is the state capital of Chhara village. it is around 265 km away from Chhara vilage. the other nearest capital from Chhara is Delhi and its distance is 51 km. the language of Chhara is hindi and Haryanvi. most of the village people speak Haryanvi language for communication. Dujana railway station and Sampla railway station are the very near by station to Chhara. Chhara is a large village located in Bahadurgarh of Jhajjar district, Haryana with total 2482 families residing. The Chhara village has population of 12989 of which 7120 are males while 5869 are females as per Population Census 2011 . In Chhara village population of children with age 0-6 is 1442 which makes up 11.10 % of total population of village. Average Sex Ratio of Chhara village is 824 which is lower than Haryana state average of 879. Child Sex Ratio for the Chhara as per census is 739, lower than Haryana average of 834. Chhara village has higher literacy rate compared to Haryana. In 2011, literacy rate of Chhara village was 79.67 % compared to 75.55 % of Haryana. In Chhara Male literacy stands at 88.32 % while female literacy rate was 69.31 %.As per constitution of India and Panchyati Raaj Act, Chhara village is

administrated by Sarpanch (Head of Village) who is elected representative of village.

### **Method and Sampling:**

The interview method have been employed to collect the data from the respondents. For the purpose we had prepared an interview schedule and included structured, unstructured questions and open ended questions. In our study we have used two types of data, The primary data and those which we have taken through direct conversation from the respondents. The secondary data was collected from books, journals, internet, sarpanch, and census etc.

The research deigne of our study is exploratory in nature. we have taken the purpose sampling method and collected our data. According to the census report of 2011 Chhara village literacy rate stands at 88.32% while female literacy rate was 69.31%. Charra is large village located in jhajjar district, Haryana with total 2482 households. As we have taken the purpose sampling and we have taken 32 respondents.

### **Data analysis:**

To analysis the data on the basis of socio- economic background of the respondent. We have taken the variables such as age, caste, type of family, education level, income and occupation. Thus respondents give on slight towards the socio- economic life.

**Table 1.1**

**Distribution of respondent according to Age**

Sr. no	Age group	No. of respondent	Percentage (%)
1.	20-29	5	15.63
2.	30-39	5	15.63
3.	40-49	9	28.23
4.	50-above	13	43.62
	Total	32	100

Table 1.1 explain the distribution of respondents according to their age group. Out of 32 selected respondents 15.63 per cent belong to the 20-29 years' age group. 15.63 per cent respondents are belonging to the more than 30-39 year age group. 28.23 percent respondents belong to 40-49-year age group. 43.62 per cent respondents belong to 50-above age group.

**Tabel 1.2**

**Occupation the respondent**

Sr.no.	Occupations	No. of respondents	Percentage (%)
1	Housewife	21	65.63
2	Government Job	2	6.25
3	Private job	3	9.37
4	Self-Business	2	6.25
5	Any other	4	12.50
	Total	32	100

Table 1.2 presents the occupational background of the respondents. 65.63 per cent have considered housewife work as their occupation the lowest number of respondents 6.25 percent have considered self-business. 9.37 were engaged in private job and 12.50 respondents were occupied with any other. And out of total 6.25 percent respondents are in govt. jobs.

**Table 1.3**

**Educational status of the respondents**

Sr no.	Education	No. of respondents	Percentage %
1.	Up to primary	9	28.13
2.	Metric	18	56.25
3.	Sr. sec.	3	9.37
4.	Graduation	2	6.25
	Total	32	100

Table 1.3 provides the information regarding the educational background of the respondents. The data shows that the majority of respondents' 56.25 percent have education till matric. 28.13 percent studied till primary. 9.37 percent got sr. sec education and 6.25 percent are graduate.

**Table 1.4**  
**Caste groups of the respondents**

Sr. no.	Caste groups	No. of respondents	Percentage (%)
1.	General	19	59.38
2.	Backward caste	7	21.87
3.	Scheduled caste	6	18.75
	Total	32	100.00

Table 1.4 data shows that the majority of respondents 59.38 per cent were belonging general caste.

The little no. of respondents 18.75 per cent belong to scheduled caste group.

**Table 1.5**

**Marital status of the respondents**

Sr. no	Marital status	No. of respondents	Percentage (%)
1.	Married	29	90.63
2.	Divorce	2	6.25
3	Widow	1	3.12
4.	Separated	Nil	Nil
	Total	32	100.00

The table 1.5 explains the marital status of the respondent. The data shows that a large number 90.63 percent have married. Out of total 6.25 divorce and 3.12 respondents were widow cases.

**Table 1.6**

**Monthly family income of the respondents**

Sr. no.	Monthly income in thousands	No. of respondents	Percentage (%)
1.	Less than 10000	13	40.62
2.	10000 to 20000	5	15.64
3.	20000 to 30000	4	12.5
4.	30000 to 40000	7	21.87
5.	40000 and above	3	9.37
	Total	32	100.00

Table 1.6 presents the status of monthly family income of the respondents. The data shows that among all categories of income group a good number of respondents 40.62 per cent respondents were belonged to less than 10000 monthly family income. 15.64 per cent respondents between 10000 to 20000 monthly family income and 12.5 per cent respondents have monthly family income between Rs. 20000 to 30000. Out of table 21.87 per cent respondents belong to Rs. 30000 to 40000 monthly income and a little per cent 9.37 respondents had their monthly family income between 40000 and above. Thus the majority of respondents were belonged to less than 10000 monthly family groups

**Table 1.7**

**Land holding of the respondents**

Sr. no	Land holding (in Acre)	No. of respondents	Percentage (%)
1.	No land	3	9.37
2.	1-5	15	46.88
3.	6-10	7	21.87
4.	11-15	3	9.38
5.	16-20	2	6.25
6.	20 and above	2	6.25
	Total	32	100.00

Table 1.7 explains the distribution of the respondents according to their land holding. The data shows that the majority of respondents 46.88 per cent have 1-5-acre land and 21.87 percent have 6-10 acre land holding. 9.38 percent respondents were belong to 11-15 acre land and 9.37 percent respondents have no land holding and 2 percent were 16-20 and as same as 20 and above land holding.

**Table 1.8**

**Suitable time for watching television by respondents**

Sr. no.	Suitable time	No. of respondents	Percentage (%)
1.	Morning	2	6.25
2.	After noon	1	3.13
3.	Evening	2	6.25
4.	Night	27	84.37
	Total	32	100.00

Table 1.8 explains the suitable time for watching television by the respondents. The data shows that majority of respondents' 84.37 percent watched television in the night .6.25 percent respondents watched television in the evening as same as in the morning. Remaining number of respondents 3.13 per cent watched television in after noon.

**Table 1.9**

**Television watching habits by respondents**

Sr. no	Watching habits	No. of respondents	Percentage (%)
1.	Regularly	24	75
2.	Sometime	6	18.75
3	Rarely	2	6.25
	Total	32	100

Table 1.9 distribution of the respondents according to their television watching habits. The data examines that the majority of respondents 75 percent watched television regularly and per cent respondent watched television sometime. Only 6.25 percent respondents watched television rarely.

**Table 1.10**

**Impact on Family through television**

Sr.no.	Type of impact	No. of respondents	Percentage
1	Family Relation Improved	21	65.63
2	Family relation decrease	07	21.87
3	No impact	04	12.50
	Total	32	100

Table 1.10 presents impact of television on family relation of the respondents. The data shows that the majority of respondents' 65.63 percent said that family relation improved through television and 21.87 percent respondents said that family relation decrease through television and out of them 12.50 percent respondents said that television have no impacted of family.

**Table 1.11**

**Change in behavior after watching television**

Sr.no.	Type of change	No. of Respondents	percentage
1	Social life	08	25.00
2	Family life	19	59.38
3	Education related	02	6.25
4	Health	03	9.37
	Total	32	100

Table 1.11 examine what change in behavior after watching television of the respondents. The data shows that the majority of respondents 59.38 percent have changed in their family life after watching television, out of them 25 percent respondents were change in their social life and 9.37 percent respondents have change their health related activities and 6.25 percent have change in education related activities.

**Table 1.12**

**Preference for various television programmers by the respondents**

Sr. no	Various TV programmers	No. of respondents	Percentage (%)
1.	Devotional serials	4	12.50
2.	Cooking and interior	3	9.38
3.	TV serials	23	71.87
4.	News & information's	2	6.25
	Total	32	100

Table 1.12 explains the preference for various television programmers by the respondents. The data shows that the majority of respondents' 71.87 percent were preferred television serials. 12.50 percent respondents were like to devotional serials. Some of the total respondents' 9.38 percent





were preferred cooking and interior programmers and 6.25 percent preferred news & information's.



## **CONCLUSION:**

The main findings of our study reveal that majority of respondents belongs to 50-above age group is 53.62 per cent and lowest age group beings 20-29 years age group that is 12.52 per cent. When we study the educational status of the respondents, we found that the majority of respondents were metric that is 56.26 per cent and 6.25 per cent respondents have graduation, which is the lowest. The occupational status of the respondents indicates the majority of the respondent's 65.63 percent belong to house wife and when we asked about jobs the majority of the respondent 9.37 percent have private job compared to government jobs. The family income data highlights that the majority of respondents were less than 10000 monthly family income that is 39.85 percent and 9.37 percent respondents belongs to 40000 and above monthly family income group which was lowest. In the study the suitable time to watch the television by the respondents. The main finding suggest that the most of the respondents 84.37 percent watch television and 3.13 percent respondents watch television in the afternoon which is the lowest. The program is preferred by the respondent the main findings suggest that the most of the respondents 71.87 percent watch the T.V serials and 6.28 percent respondents watch the news & information which is the lowest. the impact of television on women's social and family life we find that the majority of the respondent 59.38 percent respondent's change in their family life. And the changed occurred in their social life is 25 in percent.

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