

EFFECT OF COMMUNICATION MEDIA ON WOMEN

ANITA SAURABH*

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Introduction

In present time of communication plays an important role in all walks as life. Communication has been considered as potential agency for development of people primarily because their reach is very wide. The development of any person, District, State or Country depends upon communication development in any filed weather it is Social, Political, Economical or Educational cannot be thought without communication. It is catalytic agent that motivation people to take right decision at the right. Commnunication technology the direction of social change; change in society can take place without communication.

Effectiveness of communication

1. *Effect of sense on learning:* The researchers shows that there is one percent learning through taste, 1.5 % through touch ,3.5 % through smell, 11% through hearing and 8.3 through Sign.
2. *Retention:* The research shows that there is 10 % retention of what we read, 20% of what we hear, 30% of what we see, 50% what we see and hear, 70% of what we says as we talk and 90% what we say as we do a thing.

For rural women information is power, it helps them to achieve economic and social well being in the sense that one who knows has fewer children, drinks safe water or makes the water safe looks after

*Research Scholar, Deptt. of Home Science B.H.U. Varanasi (U.P.) India. e-Mail : anita2014.bhu@gmail.com

home and children more efficiently has better family relations and so on. And as the information revolution continues, the technologies become part of their lifestyle thus making them more modern. A modern rural women is the one who is communication “rich” or communication “have”. Though communication and modernization are complex goals, they need careful calibration and constant monitoring of the variable feedback processes yet the communications important link with modernization cannot be denied. Present study was undertaken with the following :

Objectives

1. To study the extent to which communication means effect women in the modern era.
2. To study that which communication means are mostly used and preferred by women.
3. To study the purpose behind use of different communication means by women.
4. To study the positive and negative effects of communication means.

Methodology : The selected two area of Varanasi District fist area of Bhalupur and second Girls hostel (SNPG and Triveni) B.H.U .the data was collected by using a random sampling method was used to draw representative sample of the respondents in this study. Survey was conducted by questionnaire cum interview method .In this investigation, their had been selected 100 women respondents of.

Result and Discussion

The findings of the study were discussed under following points.

1. Socio –economic background information of the respondents.
2. Distribution of respondents according to their likeness of communication.
3. Distribution of respondents according to source of getting information.
4. Distribution of respondents according to programme on which they like to discuss.
5. Distribution of respondents according to their opinion of the most effective mass of communication.
6. Distribution of respondents according to the effect of women oriented serials on the image of women.
7. Distribution of respondents according to the opinion whether communication means have increased craze of western culture among women.

Characteristics	Categories	Frequency of respondents (N=100) Women	Percentage(%)
AGE-	23-30	54	54
	31-35	22	22
	36-40	24	24
RELIGION	Hindu	65	65
	Muslim	15	15
	Christian	10	10
	Others	10	10
Education	Illiciterate	4	04
	Primary	6	06
	Middle school	6	06
	High school	10	10
	Intermediate	20	20
	Graduate	18	18
Occupation	Above graduate	36	36
	Service	14	14
	Business	08	08
	House wife	42	42
	Student	36	36

Table no. 1 Indicate that nearly maximum responded (54%) were in the age group 20 year to 30 years. The data also reveals an important finding that respondents (42%) were housewife, student (36%),

and business working women only (8%). The religion (65%), Hindu respondents. Literacy level the highest (36%) Above graduate.

Distribution of respondents according to their Preference for various communication means:

S. No.	Communication means	Number of Respondents	Percentage (%)
1	TV and Cinema	44	44
2	Radio	10	10
3	Computer	12	12
4	Print Media	12	12
5	All of above	22	22
	Total	100	100

The table no.2. Indicates that maximum 44% of respondents like to see TV and cinema. 12% of respondents like to read print media and 12% of respondents like to use computer, 10% of respondents like to listen to radio and 22% of respondents like all of above. The survey by Srivastava Archana, Kumari Sunita (2008) also reveals that television is most liked medium of communication. Radio holds the second place while the survey conducted by me shows that Radio is the least liked means of communication

Distribution of respondents according to sources of information

S. No.	Communication means	Number of Respondents	Percentage (%)
1	TV, Cinema	60	60
2	Radio	10	10
3	Computer	14	14
4	Print Media	16	16
	Total	100	100

The table no.3. Reveals that maximum 60% respondents get their information from TV, cinema. 16% of respondents get it from print media. 14% of respondent get it from computer and 10% of them get their information from Radio. Apart from this survey, the conducted by Mr. Bhagat and Mathur also shows that majority of women feel that T.V. improves mental and provides knowledge on new developments

Distribution of respondent according to their preference for various T.V. programmes.

S.No.	Programmes	Number of Respondents	Percentage(%)
1.	Fashion Programmes	4	4.16
2.	Cooking and Interior	8	8.33
3.	Social and Economic Programmes	18	18.75
4.	Educational Programmes	22	22.91
5.	Entertainment Programmes	44	45.83
	Total	96	100

Table no. 4. To discuss any program with others, details on the type of program discuss by them with others.

shows that 4.16% of respondent like to discuss fashion programmes with others. 8.33% like to discuss cooking and interior decoration programmes, 18.75% like to discuss social and economic programmes, 22.19% like to discuss educational programmes. Maximum 45.83% of respondent like to discuss entertainment programmes with others.

Distribution of respondents according to their opinion regarding most effective means of communication.

S. No.	Communication means	Number of respondents	Percentage (%)
1.	TV	40	40
2.	Radio	16	16

3.	Newspaper	32	32
4.	Computer	12	12
	Total	100	100

Table no. 5. shows that maximum 40% of respondents had opinion that TV is the most effective means of communication. 16% favour Radio, 32% favour Newspaper, while the least 12% of respondents favour computer. The survey conducted Meenambigai, Ravichandran (2006) also shows that T.V. is the most effective medium. The second most effective medium according my survey is Newspaper while Radio is the second most effective medium according to their survey

Distribution of respondents according to the effect of women oriented serials on the image of women shown on T.V.

S. No.	Effect	Number of Respondents	Percentage (%)
1.	Positive	38	38
2.	Negative	62	62
	Total	100	100

Table No. 6. shows that 38% of respondents believe that women oriented serials have positive impact on the image of women while 62% say that it has negative impact on the image of women.

Distribution of respondents according to their opinion regarding adoption of western culture.

S. No.	Opinion of Respondent	Number of Respondents	Percentage (%)
1.	Yes	72	72
2.	No	28	28
	Total	100	100

Table No.7. Shows that 72% of respondents had opinion that communication means have increased craze of western culture among women while 28% of respondents do no favors it. According to the survey of Ong more and more women want to be westernized. A 25 years old girl paid more attention to how she looked because of the well-dressed, neat and clean models in television advertisement.

Summary and conclusion

The study reveals that the women believe that communication medium has both positive and negative impacts. The positive impact includes increase in awareness and gain of more confidence to come out of their houses and develop their status in social, political, and economical fields. An important impact was the gain of knowledge regarding rights among women. The negative aspects are the increase in craze of western culture resulting in loss of Indian traditions.

Further Suggestion

1. The presentation of vulgar and cheaper programmes should be stopped. These do produce pernicious effects on the vulnerable minds of youth.
2. Movies and programmes should be made keeping in view that it helps to remove the harsh cultures and bad aspects of the society.
3. Extension agencies have to concentrate their attention on rural section of society, specially on rural women.
4. Since TV has the most impact on the teenage group, so that programmes should be design such that it teaches discipline and morality to them.
5. As an agenda for the 21st century the media should take up challenge of depicting “real” images and helping the cause of women with good development programmes.

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