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Effect of mass media on rural empowering women of Ghazipur

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Received-05.04.2024, Revised-11.04.2024, Accepted-17.04.2024 E-mail: shivanimgcv@gmail.com

Abstract: *Women have mainly stayed within the private sphere of the home, with men going to work in the public world. The public/private division gains credence in mainstream communication theorizing which is often divided into the study of interpersonal communication highlighting areas of male/female intimacy, sex roles, role playing, women's access to resources, knowledge, and decision-making processes in agriculture.*

Key Words: communication, competition, producers, consumers technology, political power, audience, content.

friendships, body image, empathy and healthy interaction, styles of listening, perception processes, self-concept and identity and mass communication-concerned with issues such as competition, producers and consumers technology, political power, audience, content, history, institutions persuasion and policy makers. Interpersonal communication study in thus the "Small world" approach dealing with relationships among individuals (in which women figure) and mass media study in the "big world" of communication structures, technologies and policies and deals with significant political issues (in which men figure prominently) (Kramarae, 1989, vol. II: 160). The paradigm has led to further segregation of men and women and aggravation of gender differences in life experiences.

The essential mandate of all feminist communication research is to "invent approaches to allow us to hear the meanings of women on their own terms, including their observations of the structures that constrain them" (Dervin, 1987: 12). An important initiative is women's mobilization in communication as in the women's feature service of the inter press service, a wire service that gathers and disseminates news about women to more than 800 clients in 80 countries (Anand, 1990) The expressed agenda of the service is to "influence public policy for a more holistic development planning and implementation" (Anand: 1990 : 77).

In India, given the enormity of illiteracy, especially among women, radio and television exposure is considerably higher than print media exposure. The electronic media offer women entertainment and information in a home bound environment. The tremendous popularity of television and its ability to reach a vast audience with illiteracy, being no barrier led to the idea of using television as a channel for information on development among several governments/administrators. From the mid-seventies television began to be used to promote development oriented messages among the Indian population but there was no exclusive focus on women's problems and their development.

In the absence of a comprehensive media policy in India, television content emphasising entertainment has grown to such an extent that today all television channels are oriented towards commercialisation with not even a semblance of public education or service.

Newspapers often cover women's problems drawing the attention of policy makers to issues requiring immediate attention such as the adverse sex ratio infant and maternal mortality, crime against women and the effects of poverty on women and their families mass-media must focus on women and their families mass-media must focus on women achievers in diverse fields to inspire young girls and women and there is no dearth of such great women in our country.

The reach of mass media among women is much less due to reasons like illiteracy inaccessibility and inconvenient programme timing and traditionally imposed inhibitions which restrict their movements.

Shouldering their singularly important responsibility, the mass media, specially the government controlled radio and television has planned to take up campaign against illiteracy, ill-health and expression of exploited on a war footing during the last decade.

The distance between women and media not only deprives the women of their right to information's and knowledge but also keep the women in the dark regarding the blatant misuse of the female and the distortion of the truth.

Studies have demonstrated that the mass media have made and can make a great impact of social change. But the question whether mass media are agents of change or reinforce of status quo cannot be answered in a general way. It could always be said that same mass-media under same condition may function or agents of some change while other media under other condition may function as reinforce of some sort of status qui.

The economic dependence of women on men has been a dominant feature of a traditional Indian society. It is also



important to point out that in traditional Indian society women work is confined to household affairs and according to traditional and religious sanctions it is obligatory on their part to serve. Panther in the pre marriage period > has band after the marriage and the sons in the later part of married 1. This complete dependence of women on men in respect of onomic life was a source of exploitation of women.

Condition of women in different countries and times has varied from total slavery to complete freedom and sometimes even to a status superior to that of men. One can not also say that women have enjoyed equal status in the west throughout its history as that they have always remained in degraded position in the east.

Studies have revealed that the mass-media have made and can make a great impact on social change. Changer in a society's attitudes are the result of historical growth the gradual spread of education the work of social reformers and leaders and so on.

Significance of the Study: The necessity of this research was because or far as knowledge of researcher is concerned no work in their field has been done earlier. The past work done were confined to one of the media only. There fore, inferences drawn from them were adequate to only that media.

- * Agrawal (1977) came to the opinion that though the participation of women in T.V. viewing was smaller than men but they gained more knowledge than men in areas like family planning, health and nutrition.
- * Nirmal (1981) observed that 74-5 percent of respondents viewed the
- * programmes regularly. This shows that the programmes had become a habit with their viewers. But both these studies were related to television only.
- * Bhagat and Mathur (1989) reported that the women programme which are educational in nature were more popular followed by news drama, film songs and rural broadcast.

It was a positive trend barrin film singer rest of the programmer are educational in nature. This stud was related only to radio. There fore, the present work was done by the into account t media which are more popular and more widely in use. As far researcher information's were concerned no such study ic. to analyse Summary - everywhere is curious about the environment in which it lives. This man curiosity prompts communication is curious about the environment in which it lives. This man to communicate as well of others. It's because of that called man a as to get exposed to the social animal. In the beginning ecause of the feeling that Aristotle communicate found expression through the inter fulfilment of this natural Interpersonal communica personal form of communicatioell as the written word as also the numerous other tion includes the spoken as well as the writte music etc. All these forms were unverbale forms such as gestures, singspreading education and diffusing knowledge.

The functional area of communication effects dynamism in the form of change, education, progress and development in the society. Throughout the human history, the various traditional modes of communication had played a significant part not only in knowledge dissemination but also in enlightening the masses on various aspects of life. The essence of society change is the change in the mind and attitude. It is here that communication plays a crucial role and it is in this context that modern media of communication offer unlimited potential for social change. Now, because of the power and potentiality of mass-media, they are being utilized for all educational and development process.

The powerful agency of communication not only affects the mind of the people but is also capable of development desirable attitudes and thoughts processes for switching on change and transformation. The nature of media of communication being interpersonal and with purpose, facilitates in binding and bringing together people to make a social life possible. Further communication media not only breaks down the barriers to human interrelation but also facilitates interpersonal understandings.

Women's issues are not invisible any more in the general media, they are today a part of the media mix. Much of what is projected of women in the media is an expression of society's perceptions of their status and role in society. The multiple role that women perform and the images portrayed of them obviously point to sharp contradictions. There are more forms of contribution and their struggle in different spheres of life. It is true that women empowerment started entering fields which were once considered the domain of men.

In the light of prevailing media situation and challenges which are being faced by it, it becomes imperative to examine the consequences at micro level. Therefore, this study has been planned to answer some of the critical issues like the nature and the extent of penetration, impact being made and likely consequences, Since large number of our population stays in rural areas, therefore, this study may open a window for looking into development and change processes taking place in Indian rural societies.



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