WOMEN'S PREFERENCE AND USING MEDIA: A CASE STUDY OF SHADIPUR VILLAGE

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Abstract:

Media is an important tool for change as it is the most widely used platform for advocating gender equity and women's rights. One such media is broadcast media, which has been seen as society's most powerful medium in modern times. It can attract a massive audience through mass communication and have an effect anywhere it can reach, which has now been far and wide.A substantial percentage of viewers are drawn to television in rural areas as varieties of educational, informative, and entertaining television programmes are accessible, which outperforms all other forms ofmass media. As a result of this,women in rural regions enjoy their free time viewing television. Since there are many television programmes available and accessible, rural women decide to choosespecific programmes. They also have a preference for some entertainment genres over others.Based on primary data, the paper examines the preference for various television programmes among married women of Shadipur village. This study also tries to find out the distributions of the respondents according to their television watching habits.

Keywords: Media, Women, Mass media, Impact, Rural women, Television programme preferences, Viewing choices, Shadipur Village.

Introduction:

The entire world is going through an era of an explosion of information. This is the Information Age. Electronic media , especially satellite channels, have changed the media scenario completely. All the data has now reached every home in any remote area. This has not only changed people's psychology, but has also changed their approach and style of life in both offices and homes. With the communication technology revolution, all information can be reached in no time in every part of the world. The information explosion has especially affected the young generation's minds. The information revolution has also changed the thinking process throughout the world. The whole approach and emphasis has taken a new turn altogether.

Mass media are technical agencies and corporate entities that are engaged in the development, collection, packaging, and delivery of messages that can only be created in vast amounts and at fast speeds utilizing mass manufacturing processes.Therefore, the common currencies of public interaction in a society are broadcast by mass media. Thus, the mass media are the organised means of quickly and efficiently reaching large numbers of different types of people.

One of the central functions of all the media is to provide entertainment. Thus, whoever enjoys liberty has certain obligations to society and, consequently, the media, which are guaranteed liberty in a democratic society, are obliged to perform certain essential functions of mass communication. Also, the speaker must remember that actions speak louder than his words.

In view of the technological aspects of mass media evaluation, printing can be said to be one of the most significant developments. In the dissemination of knowledge via mass media, this technology heralded a new era. Through mass media, the multiplication of impressions literally multiplied knowledge, involving individuals to become literate, and thus

making them responsible citizens of society.

The Explosion of Information changed the look, content and presentation of newspapers. After seeing events on the screen, the TV helped people to express their opinion. This has impacted their process of thinking and their approach to life. TV has become a powerful medium of interaction today. Therefore, its function has become very significant. More openness has come from the information explosion. The political and social systems and the market have been affected by this as well. No government can now keep its people in any illusion or darkness. With the help of electronic media , people can see the happenings in any corner of the world and can form their own views. All types of controls on the flow of information have become almost impossible due to the explosion of information. The flow of data has also been responsible for societal changes. The pace of technological development and economic progress has also been accelerated by this. There is a greater impact on the agricultural and industrial revolution of the Information Technology Revolution. The life and life of man have been impacted by both revolutions. All three were also major revolutions in civilization.

Mass media

The mass media, especially in America, is a powerful force in modern society. This is related to by sociologists as a filtered society, in which the media simultaneously represents and produces the culture. People and neighborhoods are continually bombarded by advertisements from a number of outlets, including media, billboards, and magazines, to name a handful. Not only do these messages encourage goods, but they also promote moods, emotions, and a sense of what is and isn't relevant. People could not become celebrities without the power of movies, books, and news media to attract people through thousands of miles. In reality, in the past, only politicians and business owners, as well as a few infamous outlaws, were well-known.

Actors, musicians, and other social elites have very recently been celebrities or "names."

There hasn't always been this degree of media penetration. Television, for example, used to be dominated by three networks, public radio, and a few smaller independent stations in the 1960s and 1970s. These networks mainly targeted two-parent, middle-class households with their programming. And then, certain middle-class families did not have access to a tv. And the poorest of households today have a tv, and most middle-class homes have many TVs. Not only has connectivity enhanced, but television has been more varied, with shows appealing to viewers of all genders, socioeconomic classes, cultures, and behaviors. Television remains the main subject of most mainstream media debates due to its general availability and visibility. If more companies and households "sign up," the Internet's position has expanded steadily in recent years.

Media and Women

The campaign for women's liberation remains the most significant and longest-running social movement. Though the primary aim of women's empowerment is to increase women's quality of life, it has far-reaching implications for the social, economic, and political landscape of the body polity. The media, through reflecting on the exploitation and marginalization of women's roles in society, has been influential in promoting the campaign for women's liberation, albeit not to the degree expected.The ruling elite's financial interests and the male lobby, inspired by foreign cultures, legitimized women as irrelevant people.

It will be a sad reflection on women's subordination in India if a woman is perceived as Shakti (Strength), the center of all power, but in fact is found as a weak, hapless woman with no identification other than that of a wife or mother who has very little say in decision-making and very little by way of simple choice. While sexism and abuse of women are global phenomena, their

implications are more tragic in certain parts of the world, especially in developing countries, where ignorance, lack of basic necessities of existence, and the ever-increasing strain of transitioning from tradition to modernity-all combine to intensify the disparities that women face to the point where they are wracked with wracked with wracked with wracked with wracked with Improving women's position is seen as vital to closing the gender divide and reaching a greater standard of life.

Women are exposed to a great deal of social pressure and examination, restricting what they can say, when they can say it, and to whom they can say it. Women's socialization is inextricably related to societal changes in virtually any social environment. This has a significant effect on their capacity to connect and articulate themselves.

To address women's equality, one must first consider the current state of women in India. I'd like to quickly address certain main facets of women's liberation that the media can properly report and promote.

Literature Review

S. Sharma and Y. Gupta. Health education is a crucial part of public health and health promotion in 2017. Health education aims to better affect people's health behavior by educating and teaching the general public regarding health and grooming, as well as other health-related issues. Around the globe, public health promotion programs rely on health education to affect the intended audience's health actions. As a global mainstream media social enterprise, it has a vast scope and access that can impact the public's level of health education. Not only does the media increase consciousness, but it also teaches and educates people over time. This, in turn, aids in changing the audience's mindset and behavior in order to promote improved wellbeing. In other terms, the media plays an important role in changing people's perceptions, values, and views towards wellness and healthier behaviors. The role of the media in health education is considered in the current research.

Man is a relational animal who cannot survive in solitude, according to Bhat, A. N., Mehraj, H. K., and Mehraj, H. R. (2014). As a result, his acts influence an individual in a variety of ways, not only him, but society as a whole. The aim of this paper is to provide a quick overview of the media and its effect on culture. Various types of media impacts on the subject, his families, and community are discussed in this literature.

Matthes (2013) published studies on the hostile media impact to see how much people interpret media content as biased towards their own point of view. Data from three survey studies suggest that productive involvement, rather than cognitive participation, which is assessed as emotional arousal or the perception of concrete feelings, may explain the HME. The results indicated that affective participation affected prejudice in a causal way. Surprisingly, prejudice beliefs were unrelated to opinion-hostile media reports, i.e. critical reporting bias. Furthermore, value-relevant involvement should be closely associated with the cognitive participation tests utilized in this analysis. This highlights the fact that the position of cognitive engagement is far from clear. Cognitive engagement is a shaky term that necessitates further analytical work.

In his research study, Devadas (2012) pointed out that the most popular mass media is television. In turn, the popularity of television decreased with the popularity of mass media such as radio, internet, etc. The readership of newspapers remains unaffected, although TV is the most popular medium. Even radio listening is still somewhat unaffected. But despite being the IT city of Bangalore, the respondent's awareness of that medium, if not very high,the viewing of the film was most significantly impacted because most of the views wanted to watch film on their own sets.

According to Uses and Gratifications theory,audience actively seek out media in a goal-directed way thatprovides them with the means of gratifying a wide variety of needs (Katz, Blumler&Gurevitch, 1974). Based on primary data, the paper examines the preference for various television

programmes among married women of Shadipur village. This study also tries to find out the distributions of the respondents according to their television watching habits.

Objectives of the study:

1. To study the socio-economic background of the respondents.

2. To study the using and preferences of media by the respondents.

Field Study:

Field of our study is Shadipur village. It is situated in Julana tehsil in Jind district of Haryana state, India. It belongs to Hisar division. It is located 24 K.M towards South from district head quarter of Jind, 2 K.M from Julana. Chandigarh is the state capital of Shadipur village. It is around 209 K.M away from Shadipur village the other nearest state capital from is Delhi and its distance is 104 K.M. The language of Shadipur is Hindi and Haryanvi. Most of the village people speak Haryanvi language for communication. Julana, LajwanaKhurd, BhudhaKhera Lather, Ramkali, Jaijaiwanti are the nearby villages of Shadipur. Shadipur is surrounded by LakhanMajra towards South, Kathura Tehsil towards East, Jind Tehsil towards North, Pillukhera Tehsil towards North. Jind, Gohana, Rohtak, Safido are the nearby cities of Shadipur village.

This place is the border of the Jind and Rohtak district. Rohtak district, LakhanMajra is South towards this place. Also it is in the border of other district Sonipat. Julana rail way sation and Jaijaiwanti rail way stations are the very nearby stations to Shadipur.

Methodology:

In our present study, we have taken Shadipur village as our field of study in Jind district of Haryana. The respondents of our universe are the rural

married women of Shadipur village. The research design of our study is exploratory in nature. For in this study we have taken jind district purposely. There are seven blocks namely: Alewa, Jind, Julana, Narwana, Pillukhera, Safido and Uchana. Out of these seven blocks on the basis of random sampling method by using lottery method we have chosen Julana blocks. In Julana blocks there are 30 villages situated within 35 K.M. Out of total universe we have also selected Shadipur village through random method. Shadipur village has higher literacy rate as compared to the all villages of Julana block. It has also higher female literacy rate compared to Haryana state average. Sex ratio rate has also higher than Haryana state average. It has also a multi-caste village.

The list of household /voter has been taken from the Sarpanch. Out of this total universe we will be randomly taking the required percentage of household as our sample. Our representative sample size is 20 per cent of total universe/household. Therefore 128 our sample size household and one of the respondents are taken from each household. It comes to 128 respondents.

Data Analysis:

Table No. 1

Purpose of watching Television by respondents

Sr. No.	Purpose of Watching Television	No. of respondents	Percentage (%)
1.	Time Pass	39	30.46
2.	Entertainment	47	36.72
3.	Gain Knowledge	29	22.66
4.	Any others	13	10.16
	Total	128	100.00

Table 1 explain that the purpose of watching television by the respondents. The data shows that majority of respondents 36.72 (47) per cent were watching television only for entertainment purpose. 30.46 (39) per cent respondents watched television for time pass purpose. Near about one fourth

respondents 22.66 (29) per cent were watched television only for gain knowledge purpose and remaining respondents 10.16 (13) per cent were watching television any others purpose.

Table No. 2

Suitable Time for Watching Television by respondents

Sr. No.	Suitable Time	No. of respondent	Percentage (%)
1.	Morning	16	12.6
2.	After Noon	31	24.21
3.	Evening	09	07.04
4.	Night	72	56.25
	Total	128	100.00

Table 2 examines the suitable time for watching television by the respondents. The data shows that majority of respondents 56.25 (72) per cent were watched television in the night (when they are free their domestic work). 24.21 (31) per cent respondents were watching television in the After Noon and 12.60 (16) per cent respondents watched television in the morning. Remaining number of respondents 07.04 (09) per cent were watched television in the evening.

TableNo.3

Television watching habits by the respondent

Sr. No.	Watching Habits	No. of respondents	Percentage (%)
1.	Regularly	96	75.00
2.	Sometime	12	15.63
3.	Rarely	20	9.37

Total	128		100.00

Table 3distributions of the respondents according to their television watching habits. The data examines that the majority of respondents 75.00 (96) per cent watched television regularly and 15.63 (20) per cent respondents were watched television some time. Only 09.37 (12) per cent respondents were watched television rarely.

TableNo.4   **Preference   for various television prgrammes by the respondents**

Sr. No.	Various TV Programmes	No. of respondents	Percentage (%)
1.	Movies & Songs	22	17.18
2.	Cooking and Interior	14	10.94
3.	TV Serials	67	52.35
4.	News &Information's	23	17.96
5.	Any others	02	1.57
Total		128	100.00

Table 4explains the preference for various television programmes by the respondents. The data shows that the majority of respondents (67) 52.35 per cent were preferred television serials. (23) 17.96 per cent respondents were preferred news and information programmes and (22) 17.18 respondents were liked the movies and songs. Some of the total respondents (14) 10.94 per cent

were preferred cooking and interior programmes and an insignificant number of respondents (02) 01.57 per cent preferred any others programmes.

TableNo.5 **Occupation and purpose of watching television by the respondents**

Sr. No	Occupation	Purpose of watching Television				Total
		Time Pass	Entertainment	Gain Knowledge	Any others	
1.	Housewife	19 (14.84)	26 (20.31)	14 (10.93)	05 (03.92)	64 (50.00)
2.	Govt. Job	04 (03.13)	03 (02.35)	03 (02.35)	02 (01.55)	12 (09.38)
3.	Private Job	07 (05.46)	06 (04.68)	03 (02.35)	03(02.35)	19 (14.84)
4.	Self business	06 (04.69)	05 (03.91)	04 (03.13)	03 (02.34)	18 (14.07)
5.	Labour work	03 (02.34)	07 (05.47)	05 (03.90)	Nil	15 (11.71)
Total		39 (30.46)	47 (36.72)	29 (22.66)	13 (10.16)	128 (100.00)

The table 5 explains the distribution of respondent according to their occupation and purpose of watching television by the respondents. The data shows that 30.46 per cent respondents watched television only for time pas purpose; out of them 14.84 per cent respondents were house wife. 36.72 per cent respondents watched television only for entertainment purpose, out of them 20.31 per cent respondent were also belong to house wife category. An

insignificant number of respondents 22.66 per cent were watched television for gain knowledge, out of them 10.93 per cent respondents were also house wife and 10.16 per cent per cent respondent watched television any others purpose out of them, 3.92 per cent were also belong to house wife category.

Conclusion:

The second objective of our present research work is that to study the timing and types of programmes watched by the respondents. The main finding suggests that most of the respondents 56.25 per cent watch television in the night and 7.04 per cent respondents watch television in the evening, which is lowest. Television watching habits data reveals that the majority of respondents watch television regularly that is 75.00 per cent and a little number of respondents watch television is being rarely that is 9.37 per cent. When we inquired to preference to watch television programmes, we found that the majority of respondents 52.35 per cent prefer to watch television serials and 1.57 per cent respondent refers to watch any other programmes, which is lower than movies and songs, cooking and interior and news and information programmes.

On analyzing the purpose of watching television, we found that most of the respondents 36.72 per watch television only for time pass purpose and 10.16 per cent respondents watch television any other purpose, which is lowest as compared to entertainment purpose and gain knowledge purpose. The majority of up to primary educational group is like to watch television in the night and the majority of respondents Rs. less than 10,000 are like to watch television regularly that is 28.92 per cent and lowest number of respondents 0.78 per cent respondents watch television rarely, which is belongs to 30,001 to 40,000 monthly income groups. The majority of the backward caste group respondents 19.52 per cent like to watch television serials as compared to other caste group.

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