

Study on Accessibility to Mass Media and Exposure to Rural Women

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Abstract – Rural areas are neglected, isolated and their literacy level is very low and it is extremely low among women of remote areas. Communication in rural areas in India is a necessary and vital process in achieving the set national goals. This becomes obvious when we consider the fact that nearly 75 per cent of the country's population houses in more than seven lakh villages. Women constitute 48.5 per cent of the total population, bulk of which reside in rural areas and as many as 80 per cent of which is engaged in agricultural activities. Nowadays, mass media is giving a lot of importance in empowering women by telecasting good programmes and passing information to empower them in social, cultural, economic, educational, legal, decision making, health, technological, equal rights, freedom of expression, gender sensitization areas. The purpose of this study is to analyze how the rapid proliferation and development of mass media is affecting women in rural and remote areas.

Key Word – Rural Areas, Mass Media, Technological

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INTRODUCTION

In rural Areas, radio, television, newspapers/magazines assume an indispensable role in spreading data, directing publicity, teaching and illuminating individuals, reinforcing national incorporation, and making national personality. Broad communications molds feelings, thinking perspectives and conduct. Due to their range, broad communications are definitely more remarkable and their impact is more prominent than that of other media. There are two significant utilization designs for broad communications. Recognized these as essentially ritualized and instrumental. The principally ritualized utilization manages constant utilization of the broad communications for redirection or so as to devour time represents wellbeing, instruction, and political data accumulated by people through detached presentation to broad communications. The instrumental utilization is purposive or utilitarian for enlightening reasons, through looking for media content.

Broad communications or media assumed and assuming significant role in social turn of events, that is it is improving and creating various parts of the general public. Not many of such viewpoints are talked about as under.

LITERACY AND EDUCATION:

Broad communications are reactant specialist in the modernization procedure. There are a few territories: expanding the progression of data, invigorating interest being developed and making training increasingly productive or successful, where communication assumes a significant role in quickening the procedure of improvement. Instruction makes a significant commitment to national improvement through the advancement of a country's HR.

National Policy on Education laid accentuation on grown-up and proceeding with training: —Both the proficient and the informed will be sharpened to take education work with as feeling of pride energy and social commitment. The people group of students will be roused and activated for proficiency to see the requirement for education and disguise this requirement for their aggregate prosperity. For this reason, natural structure exercises would keep on being taken through association of Jathas, road plays and nukad, nataks, divider works, education melodies and trademarks, articles, in newspapers and magazines by innovative essayists, masterminds and feeling pioneers and so forth..

Mass Media –

A broad, one-way communication of the past must be supplemented from a created perspective by the new and diverse variety of intuitive media. It is fortunate, however, that despite disappointment, they are unlikely to go away, that they are, and will likely be more diverse than when there were few radio and television channels available. Despite everything, masses of people stick to the thesis, sit in front of television projects and connect to the radio.

You will most likely continue to do so, especially as lack of participation is a characteristic need. In addition, of course, you should regulate a rapidly developing world, join online networks and visit websites. Using other media in this way doesn't really reduce a smidgen drastically anyway. In addition, some regional settings are better known on the web than others. At this point, they are filling up with "broad communication" on the internet scene that takes into account a wide range of media and types of correspondence. The locale of the media anchored on the Internet can play a crucial role as extensive data discussion and real discussion, since they depend on knowledgeable publishers.

In addition, most of them reach a much larger number of people than the vast majority of lesser-known newsgroups, the publication committee, or the general public. In this way, a democratization program is far from ideal if it focuses only on the limitation of the old media and tries to replace a generally harmless popular correspondence network. On the contrary, it is definitely as important, if not progressive, to rejuvenate the detailed function of broad communication. This indicates that the political and financial intensity of gigantic media associations is reduced and that a satisfactory configuration for conventional broad communication on the Internet is found. You can provide great data, conversations, and connections to people generally outside of the Internet. In any case, the problem with general expert communication on the Internet is that its monetary processes often do not merge with such an agreement. Rather, their advantage is to strictly control the advertising market. At the same time, many online media are increasingly mixing publication content with promotions.

In addition, the speed of information transfer is a quality of the Internet that is particularly prone to abuse. This led to elements of pseudo-investment, such as quick online surveys using simple functions as questions.

RURAL WOMEN AND MASS MEDIA

Broad communications are utilized as channels of mass communication. The principle point or capacity of broad communications is to advise, teach and propel the individuals to acknowledge new thoughts

and advances in order to expand their day to day environments and status. The continuous communication insurgency has opened up potential outcomes of quickening improvement particularly for the upliftment of Rural Women and kids. In any case, in the event that it stays uncontrolled and unguided, this upset will have unfavorable impact on the life of Rural Women. From time to time, one runs over reports of either gathering of Rural Women activists challenging what they depict as off-base —exploitative projection of Rural Women in media especially in the electronic media. Rural Women are fundamentally observed as playing out a beautiful capacity and being minor to national development and improvement. Their essential spot is viewed as being within the home and this worth is reflected in the substance and setting of the vast majority of the television programs. The plural idea of Indian culture and different role that lady play is neither recognize nor imparted. These outcomes in fortification of the generalized picture and role particular of lady in an undimensional projection of their existence. At the point when we talk about the picture society activities of its Rural Women, we have as a primary concern its optimal of lady hood or its mainstream sound system types or the situation of Rural Women of the organization, of the role or position of Rural Women or the vision of artists, specialists and prophets identifying with Rural Women.

Socially the dominant parts of Indian Rural Women are still convention bound and are in a disadvantageous position. The purposes behind such impediment are the imbalance in Rural Women's entrance to an interest in all communications frameworks, particularly the media, and their deficient activation to elevate Rural Women's commitment to society.

Rural Women and young ladies are presented to incredible segregation in financial, instruction, wellbeing and social administrations get to around the world. Then again the scope of Rural Women's financial exercises in creating nations is extremely wide. It incorporates formal division and casual area business, just as independent work in cultivating, exchanging and makes creation and so on. There are various opportunities for ICTs to improve Rural Women's financial exercises in the field of exchange, administration, training, wellbeing, creates, work in formal just as casual division. ICT's carry part of chances to Rural Women in the work circumstances and independent company. Transporting, flexi time and work from home game plans is a portion of the sexual orientation measurements of ICT's uses (VAPS).

Following are not many regions, which influenced the lives of Rural Women emphatically by mass media.

RURAL WOMEN'S EDUCATION:

In a nation where absence of education prevails over proficiency, instruction turns into a significant factor for social versatility and social change. In a creating society, instruction is a piece of generally speaking formative exertion. Indian Rural Women, for over a thousand years, were avoided the passageways of 'instruction: In a shut conventional society family and connection assume the role of significant specialists of socialization. In any case, in a transitional society part of this role, and that too the significant piece of is moved to formal training. Training is, thusly, the initial move towards the Rural Women's turn of events. A significant number of the articles and reports distributed in newspapers underline the role of training for Rural Women. There are customary projects in radio to expand the Rural Women's interest in training and business. With the coming of television, this electronic medium has become a significant office of socialization. Much is found out officially through television. In our general public, it is being utilized in the Schools as a guide in educating. Also, numerous instructive projects are transferred on television as its customary component.

Health, Hygiene and Nutrition:

Another significant zone of Rural Women's development is that of wellbeing and nourishment (counting maternity). Despite the fact that maternity in our general public is exceptionally esteemed, yet moms are not thought about appropriately. Similarly, the food examples and eating habits are to such an extent that females in a family eat in the last when every other person has taken the food. They are, along these lines, furnished with anything that remains for them. Being male prevailing, nutritious food in our general public is given to male individuals in the families. In addition, females in a house do substantially more difficult work than men. Their work may seem standard and straightforward on a superficial level. Truth be told, they get up first toward the beginning of the day and take care of the requirements of each individual from the family notwithstanding other family unit occupations and they are last to resign to bed in the night. A considerable lot of the ordinary segments in newspapers feature the wellbeing, cleanliness and sustenance for Rural Women. Further, there are additionally standard projects on Rural Women's wellbeing and sustenance. A large number of the wellbeing tips are likewise given in the radio projects. Contingent upon the prerequisite, Rural Women can look ICT instruments, for example, internet to get data on wellbeing and cleanliness.

Rural Women and Employment:

Despite the fact that housewives are accomplishing family unit work, it is treated as ineffective. Be that as it may, because of social molding, the family unit work of Rural Women isn't included in the class of profitable work. Regardless of whether their family

work is perceived by society as gainful or inefficient, the reality remains that they have been customarily in the condition of unending reliance. This has likewise added to their low status in the public eye. Industrialization opened open doors for Rural Women to look for profitable work outside the home. Financial autonomy has contributed a great deal towards the improvement of Rural Women's parcel in the public arena. Besides, the ways of life have become so expensive now-a-days that a solitary worker in the family can't bear to meet all the necessities. Rural Women's business, along these lines, has become a significant component in Rural Women's development. Broad communications of communication have themselves pulled in parcel of capable Rural Women. A significant number of the sites are giving data about the independent work, in light of the homes of the Rural Women. Further, there are likewise many sites which uncover the employments for Rural Women in urban territories. Not many of the TV stations broadcast the independent work open doors for Rural Women.

Knowledge about World:

Broad communications helped Indian Rural Women to pick up information about the entire world and now their perspectives are not tight and constrained to their own topographical zone. It is this mindfulness that augments the vision of people and diminishes certain preferences and generalizations. By understanding newspapers or watching various stations in television, presently Rural Women procured more mindfulness about various nations and culture of those individuals. Thusly, they have increased more information about the social culture and life of various individuals everywhere throughout the world.

OBJECTIVE OF THE STUDY

This study has four main goals:

1. Find out about the availability of wide communication for provincial women.
2. Establish the relationship between the different financial qualities of the provincial women and their availability for broad communication.

REVIEW OF LITEATURE

Krisnamoorthy (2002) has an open article about "Rethinking the News". A statement by the latter made it clear: "In the media, the elitist forerunners, class dispositions and urban direction of order pickers and message processors are part of the problem. In any case, a large part of the problem is characterization of messages. A social miracle moderate Preparation from time to time stimulates the journalist or the director or even the user. For example, most of the theses represent an outbreak of shared brutality, but rarely do we try to

create tension between two networks or to improve relationships with the community to keep in mind.

Joseph (2015) focuses on media work and describes that, in terms of media work and the obligations of writers, two ideas cost money at the end of hostile work and correlative or reactive work. In its hostile work, the media are the Foundation's enemy, regardless of the type of government. In this dissertation work and broadcast frames are always disbelieving activities, approaches, and government projects aimed at keeping the alarming foundation and tender general response to its operation. Writers, broadcasters, and writers are watchdogs with open enthusiasm for connection with the foundation, which runs state-owned companies. The other idea, which is supposed to give the media a boost, continues to be based on the fact that correspondence is an incredible instrument of social change today. The media should help the state to accelerate the pace of development of all conceivable means and it can without giving up a demonstrable ability and without spoiling the situation of an enslaved medium.

Pattraik and Bedi (2015) conducted a media coverage survey of crime in New Delhi. The aim of the survey was to identify the type and type of misconduct stories that the press wanted to develop, as well as the outlines and examples of misconduct incorporation by the press. For the final purpose of the study, four English-language theses were selected from the Delhi publication, The Times of India, The Hindustan Times, The Pioneer and The Tribune. The examination time was chosen at random in order to evaluate the reaction of the press as a whole and to distinguish the similarities and contrasts in terms of number, repetition and degree of inclusion of the daily newspapers. It was held from November 1 to November 30, 1996. Over 120 questions were submitted for examination. The content of the four theses was broken down and 386 stories of misconduct identified. The examination showed that The stories of misconduct related to death were the highest and the least identified as suicide. All of the theses allowed a remarkable projection of the reports on murders, effects of bombs and attacks on the first page.

The review shows that each of the four theses encouraged an exciting way of dealing with what makes history all the more fascinating. At the time, when the director general, lawmaker, or any other public eye was involved in violations such as attack, murder, assault, payment, deception, etc., handling unwanted messages would generally be less offensive or impartial. For all verification functions, the press must provide a high level of customized demand, details, and compensated data with other options or adequate answers to problems that arise.

Bathla (2015) reviewed the social and political representation of women, democracy and the media

in the Indian press. It was planned to review the media-based methodology and to examine the inclusion of news or women's issues as well as the development of women in the media in a broader socio-social and political situation in Indian culture. . The Hindustan Times was selected as a delegate document to examine the inclusion of news or issues related to women and the evolution of this survey. They were read for four different years in 1981, 1985, 1989 and 1993. Every fifth issue of the day was carefully selected and broken down over these four years. The total number of dissected papers was 292, for example 73 issues per year.

Khindaria (2005) commented in an article "There is profit in the target" on the type of media creations and announces that "deserves the best of Indian buyers, so it's the time to bet on that." Quality instead of costs and presentation methods or smooth transactions. There is no legitimate reason to accept that Indian home print users or observers no longer pay for better quality, as is the case for various articles, essentially given that the thing is a paper rather than a phone or a decent mechanic. What are the overall means? Improving quality and tailor-made items in apparently featured shop areas are the most important means for the Indian media in case they have to do without state insurance. In the event that buyers do not receive your newspaper, nobody will use their pages for advertising. Unlike development, there really is no option. "The creator demands a high quality output of creative media to make an impact and educate the masses appropriately.

Desai M. (2002) conducted a survey on "Intra and intercultural diversity in the age of globalization: transnational television in India". It was a crowd that had gathered to examine 400 family units that spoke Gujarati and Marathi. Individual respondents aged 20 to 50 years were interviewed with separate language instruments. In addition to the profile, the tendency of the media and transnational television behavior have shaped the recognized independence figures and marketing the basic element. of the meeting schedule. The investigation focused on observing hypothetical details of social media dominance.

Holkar and Pahad (2004) led an exploratory research project on "The Opinions of the City of Baroda on the Role of the Two Media Chosen During the 2002 Gujarat Unrest". The sample included one hundred and eight respondents, including fifty Hindus and fifty Muslim respondents. The information was gathered through an open and completed survey for quantitative review and through internal and external meetings for subjective analysis.

Jagannathan (2005) commented in an article entitled "Changed Character of Indian Media" on a

changing situation in which the status of an editor changes. He said that "previous paper owners were far from the numbers that allowed the senior editor to manage the expert paper. In addition, a significant number of these owners were full-size men. Many had incredible individual relationships with people in administration, sometimes dating back to before independence. On the other hand, previous publishers also had a free and open status, which remained alone with their own lines, correspondence with a first-class decision. The circumstance is currently particularly unique. The most notable change is the command of the administrative section of the stationery and the significant devaluation of the superior status. "The creator is amazed at the associated appreciation and the opportunity that an editorial manager is given.

CONCLUSION

The female population in India shows that rural women make up the majority of the female population and more than 80% of them carry out horticultural exercises. The current review was conducted in India. The opening and presentation of women in the countryside to wide communication is limited due to some requirements. The exam focuses on rural women and their financial situation in relation to social advancement. It will examine the openness and uptake of women in rural areas for broad communication and the deterrents that prevent women from taking full advantage of the favorable circumstances of this data transformation. This should be taken into account if the data can be taken into account using the example of the use of different broad communication between women in the country. The study will also make proposals to remove or circumvent obstacles in the light of flow research, and will endeavor to accept the intercessions of the approach to ensure that women are empowered and ultimately benefit from strong, broad communication. The majority of rural women do not respond to broad communication. Lack of time is a factor in the lack of openness to broad communication.

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