

# A Study on Impact of Mass Media on Rural Women

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**Abstract – Mass media influences society including women very much. Mass media include radio, press, television, Information and Communication Technology (ICT) applications such as internet, social networking, etc. The mass media have both negative as well as positive effects on society. Mass media of communication are very crucial for nation building and national development in any developing society. The creations of current science and innovation are mass-media. They play a significant function in advising, educating and entertaining individuals. The present study takes into account the impact of mass media on rural women.**

**Keyword: Mass Media, Rural Women, Communication, Impact, Press Media, Electronic Media**

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## 1. INTRODUCTION:

The development for women's emancipation is the largest and longest continuing social development. Although the primary goal of women's strengthening is to improve women's quality of life, it also has profound implications for body legislative issues in social, economic and political scenarios. Through its reach to individuals in general, the media has been instrumental, however not to the degree wanted, in supporting the women's emancipation development by zeroing in on disregard and marginalization of women's position in the public arena.

It sounds charming how the woman in India was relegated to a secondary position from an exceptionally stately position in India's mythical history. As an individual of little impact, the personal stakes of the decision tip top and the male hall affected by alien societies legitimized women.

For nation-building and national improvement in any creating society, mass media communication is crucial. The creations of present day science and innovation are mass-media. They play a significant function in advising, educating and entertaining individuals. Besides, they are used to bring about certain desirable changes among the people, as media and society influence each other. Mass Media include Radio, Television, Press (Newspapers & Magazines, Information and Communication Technology (ICT) applications such as internet, blogging, social networking, etc.

The mass media are the vehicles that carry messages to large audiences. They are so pervasive in modern life that many people do not even notice their influence. The part of the media in liberal democracy can be ventured to incorporate advising, entertaining and educating the individuals. It is broadly accepted in Liberal democracy that they will have the option to formally or informally control the state when the media help to put information at the disposal of the individuals. The mass media are essential for democracy. By keeping people on top of current issues, the media enable people to participate intelligently in public policy discussion and decision-making. The main function of the media in a democracy is to act as a keep an eye on the state and to uncover the abuses of official authorities fearlessly. This part of the watchdog is said to supersede all other media functions and dictate the structure wherein the media framework ought to be organized. The media also are the vehicles by which people debate the issues and try to persuade each other of different points of view. The mass media are capable of portraying and shaping values that enhance our dialog on social issues and public approach, in any event, when they give us entertainment (Baishaki Nag, 2011).

Through media, society gets entertainment and information. The information can be concerning education, agricultural development, social upliftment, national integration, social and human values, national defence, liberation from poverty and backwardness and growth of an individual

personality. The entertainment programmes such as tele-serials, stories in newspapers, dramas, songs and such other programmes in Radio, blogging, social networking, etc. in internet, etc. are playing a major role in entertainment and education of the people in modern society.

Jabeen, S., (2018) aimed to evaluate the impact of traditional economic activities of women that supplement their family unit economy straightforwardly through salary earning and by implication through consumption on savings and to evaluate the factors affecting their efficiency performance. To this end, six rural areas were chosen from Khyber, which is located in the region of Pukhtoonkhwah, to speak to the southern, northern and central plain regions. Out of 600 women who were chosen from all three regions utilizing a snowball sampling strategy, about 480 responded. By conducting face-to-face meetings and center gathering discussions (FGDs), the data was gathered. Approximately 68.33% of respondents were illiterate, 47.71% were 31 to 40 years of age, and 47.92% lived in a common family framework. Approximately 71.88 percent of the economic activities of women were confined inside because of the exacting Purdah (shroud) culture, for example, sewing; weaving; basket and candle making; pickles, jams, and squash preparation; dairy items; apiculture; sericulture; domesticated animals; poultry; nursery raising; and some off-farm activities related to agriculture. It was accounted for that because of the strong patriarchal standards and values, the male individuals make the major decisions in the family. NGO and government advancement ventures have played an important function in giving the credit, training and awareness that has specifically arisen in the northern and southern regions. All women knew about the constructive outcomes of economic freedom, yet because of the broad workload and time issues, some of them also revealed the negative impacts on their physical and psychological health as well as social ties inside families and networks. The study concluded that many social, cultural, strict, and economic demographic variables have a negative impact on the profitable potential of women.

In current occasions, Premrata and Tanuja Jukariya (2018) media is considered to be the most important instrument of society as it has the ability to reach a large audience through mass communication. For the social and economic development of any general public, women's strengthening is truly necessary. They are the creators, educators and engineers of any generation of humans. In particular, the social sick treatment and carelessness of their economic decision-making powers in such small areas of the nation are legitimately attributable to this research subject. While the media, on the other hand, is the fourth pillar of our democracy, it has certain obligations to follow so as to improve society. By educating society about their position and value, it can play the function of successfully transmitting

information to society in engaging women. Various examinations have been inspected in the current article to increase women's participation in decision-making through the media and to advance a conventional and balanced portrayal of women in the media.

Yeah, Hazra, B. K. Work (2017) is access to communication media with a histrionic impact on marginal strengthening of rural women and the achievement of financial advancement goals. As a strengthening apparatus and a means to a living, marginal rural women need to treat media convergence. The absence of portability and less hands-on-PC experience for rural women could upset women's welfare and strengthening. This paper examines how the utilization of new media as a versatile web PC and present day mass media can profit rural women in the educational, health and economic divisions of socio-culture. Women in rural West Bengal are marginalized partly because of their lack of vocal ability with regards to enabling themselves because of cultural standards in India with the utilization of new communication media. We need this new structure today because it has taken over all different structures and converged them into one type of communication that is excessively productive. This convergence has transformed our way of life and another social structure in rural society at the same time.

Bhattacharyya, A. (2013) in the study he studied that the general condition of rural Indian women and the impact of the Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) on the overall strengthening of rural women. MGNREGS is for rural individuals who are untalented or semi-talented, including rural women. Several provisions, for example, drinking water availability, shade, emergency treatment, workplace crèche, have made this plan extraordinary. Crèches help rural moms as they don't have to depend on others at home to take care of the children. Typically, when the mother is away for work, the senior daughter takes on the responsibility of the more youthful kin at home. The more seasoned daughters have been alleviated of this obligation by this facility and they can attend school. In any case, certain positive intentions of ground-level officials and the awareness of the beneficiaries can genuinely achieve a revolution in the lives of rural Indian women.

## 2. TYPES OF MASS MEDIA:

Based on physical form, technology involved, nature of the communication process, etc., mass media can be categorised. The major categories of mass media are mentioned below.

- **Print Media**

The technique for the mass production of texts was introduced by the printing press using movable types. Books were expensive materials, affordable only for the aristocrats and royal families, before the invention of the printing press. Printing reduced the cost of books and also made them accessible to ordinary men. The rapid duplication of multiple copies of practical texts has led to modern newspaper innovation. Print Media Includes other textual documents, Books, Magazines and Newspapers. In 1741, these two magazines were started. Magazines also appeared late in India, as did newspapers. Perhaps the first magazine in India was published by Raja Ram Mohan Roy. It was an English (Bharti, 2008) magazine.

- **Electronic Media**

Earlier, at an exhibition in New Delhi, Philips demonstrated its use. In order to use it on an experimental basis to 'train personal' and partly to find out what TV could accomplish in community development and formal education, the Government gave in. A 20,000 UNESCO grant for the purchase of network collectors and a U.S. offer of some gear demonstrated far too enticing to even think about resisting, and on September 15, 1959 (KTC), the Delhi Television Center went on air.

During World War 2, the transistor was invented. This made it possible for hand-sized radio and on-the-go listening and an important car radio for driving listeners. Bombay station was handed over to the government by the Indian Broadcasting Company in 1930, and it was renamed the Indian State Broadcasting Service (ISSB). It was renamed in June 1936 as all Indian radio (Kundra, 2005). Long before the actual invention of TV, the idea of television existed. Several inventors worked to create a technology that could both transmit sound and vision. Many pioneers have helped to make it possible. In general, Johan Baird is considered the father of television (Ramanujam, 2011).

### **3. ROLE OF MEDIA IN EMPOWERING WOMEN:**

The reach of the media to ordinary individuals has increased and the function of an amazing organ has without a doubt been achieved by the media in virtually all circles of life. The most influential vehicle of mass communication in India has become the electronic media, especially television. Television has a myriad of different objectives, ranging from education to entertainment. Various aspects of education and entertainment are portrayed on television. It's often seen as a babysitter for kids. For large amounts of time, television viewing can entertain the young and old alike. By utilizing various media instruments, it assists women with enabling themselves. The portrayal of women, which is

derogatory to their media image, is proof of a lack of sexual orientation affectability and has called for women's representation to be accountable.

Communication is very important for the development of women, and mass media plays an important role. It should be noted that the growth of education for women and their entry into employment have contributed to media growth. Women have a crucial role to play in all areas of life, whether it is to control population growth, the spread of literacy or to improve the quality of life for the vast masses. However, when they become aware of their strength and are not intentionally marginalised by male domination, women can be expected to play this role. In this context, the media has an important role to play in creating women's awareness in order to achieve their potential as the main drivers of societal change.

### **4. EMPOWERMENT OF RURAL WOMEN IN INDIA:**

India is a nation of villages wherein the neediness rate is high. In the position of being generally troubled, rural women. Roughly 81 percent of the nation's total female population lives in rural areas. Indeed, women continue to be under oppression with an unequal financial and political status, even after 70 years of freedom. Despite the constitutional certification of equivalent rights and benefits, there is no special case for Indian women in those countries. In this way, the value of gender orientation and the strengthening of women in India's formative projects has become an imperative issue of open deliberation, especially in the last few decades.

- **Rural women in India**

The majority of rural Indian women are not entitled to choose a partner. The traditional leaders of the villages object if the girl wishes to marry someone from another caste or tribe. In states like Haryana, or traditional village seniors, there are Khap Panchayats who rebuff both adult young ladies and young men from the same village and caste that fall in adoration and marry. According to the Khap rulers, marrying someone inside the village or caste equals marrying a kin. They act as kangaroo courts, and they rebuff them even by awarding fatalities. Parents don't, as a rule, even restrict the brutality of such wrongdoings. Such is the intensity of these Khap Panchayats that, fearing the loss of the electoral bank in the area, the chosen individuals from those constituencies don't restrict them. They are quiet laborers who battle to complete their family obligations from dawn to nightfall (Pankajam and Lalitha, 2005). Even however, she is scrutinized, many occasions in the family, for not being authentic in her activity.

- **Life of Indian women**

Patriarchal standards are so dug in Indian culture that it is hard to extract oneself from this conundrum. They are not welcome when girls are born in most Indian families, sometimes even by their mothers. They regret that it was possible for a son to be a real asset to the family. Girls' upbringing is a costly affair, where there is only loss as the girl gets married and serves the family of grooms throughout her life. In India, a woman's life changes after marriage a lot. After marriage, she leaves her parents' house and begins living with the family of the groom. Since childhood, she has been socialized into thinking that she must take up the new family's food habits, clothing, rituals, etc.

- **Some recommendations for empowering the rural community**

To make utilization of the off-season time frame for agricultural laborers, MGNREGS ventures ought to be planned. Such preparation will provide labourers with off-season employment. It is necessary to make the MGNREGS projects time-bound. Many employees think that because it is a government system and the functionaries aim to spend money, it is a means to earn easy cash.

## **5. MEDIA CONVERGENCE FOR EMPOWERMENT OF RURAL WOMEN IN INDIA:**

There is a need to bridge the gap from time to time as rural women between administrator, policy maker, planner and beneficiary and laboratory to land. This requires a two way process of communication. New media exposure can help to gain knowledge and change attitudes that will indirectly assist women in gaining freedom on all fronts. The objective of the new media is to improve the quality of life of those underdeveloped and thus contribute to empowerment. In the empowerment of women, the media has a larger role to play. Therefore, with the help of new media, media convergence plays a vital role in addressing rural women's issues, which will indirectly help women gain freedom at all points where the media has an important role to play in empowering women. This gave the fast-growing web of new media an impetus by truly transforming it into an international entity; the world has now become a global village.

No doubt, new media is an important tool in bringing about massive social change, and modernization in developing countries is to spread knowledge, facts, and direct different emotional appeals to influence public opinion. In order to generate social, economic and cultural awareness among people, new media play a major role. Several of the websites, based on women's homes, provide self-employment information. In addition, there are also many

websites that disclose women's jobs. Depending on the requirement, women can search for ICT tools such as the internet to obtain health and hygiene information, and this would have been a difficult job to do without the help of convergence. Web sites and social networking sites are also available to popularize women's empowerment activities in India. Computers have helped empower women and can produce in various ways to spread information relevant to the territory.

In addition to the rural rancher, versatile and satellite communications bring broadcast communications within reach not only of the little business visionary in creating nations.

It has both a positive and a negative impact on the status and lives of rural women. It is noted that by providing information in various aspects such as agriculture, education, literacy, environment, business, handicrafts, arts, drama, culture, etc., the Government encourages women to use communication such as Community media. In addition, many of the media, such as the internet, are essential for gaining global information. The information is easy to communicate due to the government's e-governance operations. Communication has therefore changed and transformed the lives of women by raising awareness of their rights and privileges in society. Knowledge of the extent of the usefulness of different communications to rural women is crucial.

The technological basis for media convergence is digital code, enshrined in the "from atom to bits" phase of Nicolas Negroponte (1995), in which he recognised the transformative power of converting words, sounds and images into bits of electrical information. For more than a decade, the potential of digitally converged media technologies has been the subject of widespread attention and has focused most specifically on the convergence of broadcast television and the meaning of networked computers to combine TV and computers. Convergence will bring about changes in society's social political structure as businesses harness the power of "buy 1 (new media) get all forms of media free" of new media convergence.

To this end, as a central point, the empowerment of women contributes to the presentation of new media channels of communication. New media communications are intended to improve the personal satisfaction of people who are immature, adding to empowerment along these lines.

To sum up, communication plays an important role in the changing lifestyles of rural women. As such, the Communication for empowerment of rural women was analysed in the current study. For female empowerment, communication is extremely important. This plays a vital role in



making people in rural areas aware of the need for new practices to be adopted. Communication is a voice which generates a sense of working towards national and economic objectives. In the family, women have a key position. Therefore, it is of immense importance to move far away from suitable homes for rural women. But we do not know how these media are used by rural women.

## **6. MEDIA'S ROLE IN EMPOWERMENT OF WOMEN IN INDIA**

Communication is very important for the development of women, and mass media plays an important role. Women have a crucial role to play in all areas of life, whether it is to control population growth, the spread of literacy or to improve the quality of life for the vast masses. However, when they become aware of their strength and are not intentionally marginalised by male domination, women can be expected to play this role. In this context, the media has an important role to play in creating women's awareness in order to achieve their potential as the main drivers of social change.

### **• Portrayal of women by the Media**

The media needs to take a broader, broader perspective on crimes against women. It must be instrumental in carrying out a social audit of the factors responsible for increasing the number of crimes committed, especially against women and children, including indifferent investigative procedures, miscarriage of justice and the increasing social impunity of perpetrators of crime.

It must also play a role in raising awareness among civil society of the causes and nature of crime itself, as well as of preventive measures.

The media must be extremely factual and empirical when dealing with these problems.

The study also stated that the only regulation governing sensitive reporting on this issue is that it is not necessary to disclose the name of the rape victim. In the letter and spirit of the regulation, the family name and address of the victim is often cited, making a mockery. Although a small group of publications commit much of this violation and malpractice, others are spurred on to imitate and keep pace with the sensational trend. I therefore urge the media to take a serious look at the problem and, with extreme care and caution, do self-regulation and self-monitoring.

The electronic and print media are morally and legally bound to avoid sensationalizing news about victims of crime.

### **• Limited coverage in Media**

Many of the women's magazines are dedicated to fashion, glamour, beauty aids, weight loss, cooking, and how to sharpen 'feminine instincts' to keep happy men and their in laws. There are relatively fewer articles on career opportunities, awareness of health, entrepreneurship, legal aid, counselling services, childcare and financial management services. In Jharkhand, Chhattisgarh, Uttaranchal, Uttar Pradesh and Jammu and Kashmir, a study was conducted in this respect. For the study, two regional newspapers and two English newspapers were chosen. Only 5 per cent of women-related issues are published by prominent newspapers and 8 per cent are published on the main page and the rest are placed inside. Research has shown that no significance is given to women's development problems. It is only desirable that serials should be close to reality and give audiences a message about where and how the community is going wrong.

### **• Women Journalist in Media**

In such a rapidly changing environment, women in the media have a great responsibility, not exclusively to change attitudes toward women, yet in addition to shape popular opinion. All the more significantly, a female journalist is relied upon to demonstrate greater affectability to the issues of women and more meaningful experiences and points of view.

They have seen them pour out into the mainstream for the last five years, acquiring previously unattainable positions and proving their mettle, whether it be the print or the television media. Women have become, in short, indispensable in the field. In promoting this change, women's organisations and media groups must play an active role. It is heartening that there is a positive impact on a broad range of women's media initiatives.

## **CONCLUSION:**

Communication isn't a cycle confined exclusively to human creatures. All creatures on earth, from worms to humans, communicate for a superior existence with each other. It is a phenomenon which is universal. The impact of the mass media on rural women was examined in this study. Of course, women are getting more knowledge by different types of mass media. But, it is highly suggested to the women to use mass media not only for entertainment, but also for productive and education, culture and employment based issues.

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