

# IMPACT OF SELECTED TELEVISION PROGRAMMES ON WOMEN

By

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on Women**


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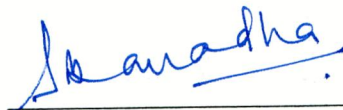
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# Introduction

## I INTRODUCTION

Wipe away the darkness of ignorance  
Kindle the lamp of knowledge  
Lead us to a land of reality  
Save us from knowledge and harassment  
Give us education, which we thirst for....

-Karen

Fifty years of Independence for the nation have not been able to secure equality and justice for fifty percent of our citizens - the women. Their number remains disproportionately high among the poor, the malnourished, the unemployed and the uneducated. It remains disproportionately low in Parliament, State Assemblies, Political candidates, trade unions and the higher rungs of corporate bodies, (Sharma, 1998).

Women are the backbone of our country. She has been regarded as the nuclei of our nation and plays a crucial role in it's development. The role in the family and society has changed through centuries. Indian womanhood has withstood and adapted herself to the social changes and new developments. The family in India is largely patrilineal but differences in it's form, function and process are crucial to the position of women. The joint family system deeply embeded in Indian society, is fast giving way to nuclear families. Due to this, women enjoy more authority, freedom and equality

of roles in decision making process (George,1997). According to Joshi (1997) women are the bedrock of the home and family. She plays a multiple role in the family, her duties centre around her life in the home. On her, rests the responsibilities of food preparation, household activities and the task of promoting healthy development of the child. Singh (1996) stated that woman has an important role as the executor of household chores. Women's skill in planning and implementing the use of family's resource, determine the quality of development of it's members and the utilization of our national resources. For acquisition of these management skills women should be educated.

Krishnaveni(1997) pointed out that women continue to lag far behind men in literacy in our country. The female literacy rate has been growing very slowly in our country. It has increased from 29.75 percent in 1981 to 39.42 percent in 1991. Education of women, thus particularly needs to receive top priority and should be used as a powerful intervention strategy to help the women. According to Baig(1990) Women's education is essential for themselves, for family and for the development of nation, an educated woman is a nation's asset and the uneducated woman is a liability. Devadas(1995) pointed out that education is the most

powerful instrument for bringing about human resource development. It enables women to discharge efficiently their economic, social, political, cultural and spiritual values and thereby enhances their status, position in the society, prestige and quality of living. Lodge (1989) added that education helps women to think, set goals, carryout plans to accomplish the goals, adjust and adapt to the environment, be creative and productive to achieve equality, growth and development. Various means have been adopted to educate women.

The role of massmedia is very crucial in imparting education. Television is prime among them, due to it's immediacy and high intimacy. According to Mitra (1993) education-via-television suggested a democratic and well-distributed form of education, where television becomes a channel to disseminate the educational message to a large population. Mehta (1996) viewed that television has a potential to reach the farthest corner of the country, and is very sucessful in bringing the outside world to home, which are the centres of activities for women. It expands the horizon of experience of the individual and gives personal gains. For Indian woman it acts as a source of information and education more than mere entertainment. Dixit (1997) pointed out that television can instill

confidence, self respect and also helps them in securing their dignified and rightful place in the society. Sundaram (1997) opined that television can contribute to women's values, beliefs, attitude and moulds their lives. It also influences their personal belief, self perception, ideology and thinking. Television observes no discrimination or distinction and provides equal opportunities to women in all spheres.

Kumaravel (1993) pointed out that the television programmes intended for women's education should be planned in consultation with experts in the field of women's education and educational technology. The designing and structuring of television programmes should be done according to the identification of the needs of women's education which can be done in collaboration with the women's cell in University Grants Commission, National Council for Educational Research and Training and Directorate of Adult education. Ninan (1997) stated that the television programmes seek to promote maternal health, the status of the girl child, family planning, basic hygiene, national integration and secularism. The long-term objectives of the development programmes for women would be to raise their economic and social status in order to bring them into the mainstream of national development. According to a report given by Doordarshan (1995), the programmes

telecast on television for women include both formal and informal education. These programmes meant for women in terms of it's utility includes household tips, demonstration of nutritious recipe preparations, demonstration of household products, discussions on problems of women, interview with outstanding personalities, interview on rights of women, role of voluntary organisations in women's welfare, self employment opportunities for women and child care. Gandhi (1995) viewed that the major programmes that involve and benefit women such as agriculture, livestock, farming, horticulture, rural and urban small scale industry, training in technologies, crucial issues like dowry,superstitious beliefs, gender bias and sex stereotypes should be given high priority.

According to Velacherry (1993), impact of television on women have shown that due to great exposure to this media, there is greater awareness on social, cultural and political matters. The programmes which cover areas like education, job training, active participation in politics and different spheres of social, cultural and political life is very beneficial to them. Through employment awareness programmes many of the young women have sought self-employment in diverse sections.

What do the women want? She is looking for a simple life of peace, prosperity, dignity, a secure and clean environment, good education and reasonable employment. How far they have benefitted from the most popular media like TV? The answer of this question is the dire need, so that the programme executives can plan accordingly.

Hence this study on "Impact of Selected Television Programmes on Women" was undertaken with the following objectives,

- i) to findout the television viewing pattern of women, based on duration and
- ii) to access the benefits gained from the selected programmes.

# Review of Literature

## II REVIEW OF LITERATURE

The review of literature pertaining to this study on "Impact of Selected Television Programmes on Women" has been thoroughly explored and classified under four broad categories as;

- A. Need for women's education
- B. Television - as a media for education and information
- C. Home-television environment and viewing pattern of women
- D. Related research findings

### A. Need for women's education

Patel et al (1995) and Alahari (1997) opined that in India, great significance is given to the education of women, with the hope that educated women will be the better supporters of social change. Devi (1988) viewed that from the time immemorial, women played different roles in their home activities; as wives, as mothers - in their responsibilities for the development of their children, as homemakers - incharge of the operation of their homes. Gupta et al (1997) stated that the importance of education of women is to be emphasised as she has a dual role to play in the society. As a mother, she occupies an important

position in the family. Children receive their education from their mothers during their most crucial years of development. When women remain uneducated not only is their contribution to the society limited, but the potential contribution of the next generation is also limited. Illiterate mothers play a part in linking the chain of illiteracy to the next generation. The investment in the education of woman is a better investment in human capital than investment in the education of men. According to Kalbaugh (1991), women as individuals contribute to the socio-economic development of the society, participating in the national economic activities. To realise the potential monetary contribution of women to their families and to the society as well, education of women is very essential. The social status makes the illiterate women more vulnerable to all forms of discrimination and exploitation. Illiteracy affects women more than men, it prolongs women's dependence and subordination by cutting them off from participation in change and further as modernisation, illiteracy comes to be despised more than in the past, thus eroding women's economic status and respects.

Shah et al (1990) opined that women are expert in the management of domestic affairs. If much

education will be given to them, they would be able to do the management more masterly and in a planned way. By receiving education, women will realise their responsibility. We know that education means coming from darkness to light. Education to women will help to come closer with men and shoulder equal responsibilities in developing the society. Women shake off their inferiority complex and acquire a status of equality with men. After independence, Indian government took keen interest for the upliftment of women. Indian constitution has provided equal rights for men and women in all social and economic spheres of life.

To add, Kapoor (1986) pointed out that the education needed by a woman is related to family life, encompasses the knowledge and skills needed for making the optimum use of available resources, and if necessary, for adding to these resources, so that the family goal of a happy, comfortable and progressive living may be achieved. According to National Policy on Education (1986), education will be used as an agent of basic changes in the status of woman. The National Education System will play a positive, interventionist role in the empowerment of women. Mittal (1995) viewed that there is a direct connection between education for girl's and women's ability to escape from poverty; education also leads to late marriage and greater use

of contraception. It is associated with lower maternal mortality, with smaller healthier families, and therefore with better reproductive health of the next generation. Joshi (1997) exhorted that if women are to play their full part in the economic, social and spiritual development of society, and be made more conscious of national and internal political situation, they require an education which stimulates their imagination and develops their intellectual, artistic and practical talents. Maurya (1988) stated that for the development of the family, society and the nation, it is most desirable and essential to make the women educated.

#### **B. Television - as a media for education and information**

Alleem (1996) stated that the media sources of information and education for the women are : interpersonal communication, conversation with a cross-section of people, newspapers, magazines, radio, television and movies. Atkin et al (1990) opined that television is the most common and constant learning environment and it dominates all the other media. According to Mohanty (1994) television as the most powerful medium of communication has revolutionised life styles of many people in the world. It has remarkable versatility in treatment of themes and outstanding impact on the various aspects of modern

life. It can reach an enormous cross-section of population with simultaneous presentations. It combines all kinds of audio-visual aids and equipment.

Educational television is concerned with implementation, technology, programme development and effects analysis. Mehta (1996) pointed that television can be the catalyst in the promotion of better quality of life of the people for whom it is intended. This signifies the intensity with which it can attract people and promotes them towards action for a specific cause like social upliftment through literacy. Brown (1972) remarked that television as a resource has to be combined in various ways with other resources in efforts to solve certain educational and instructional problems to which, uses of media apply. According to Ghosh (1996) television is an exciting media. It can spread information with lightning speed and impact. Television can be a centripetal, societally integrative force. Alahari (1997) proposed that the perceptual visual impact has immediacy which leaves a lasting impression on the mind. It may or may not promote serious thinking and analysis but the fact remains that top of the head exposure to television creates an immediate impact and as such is considered as the most suitable medium for populations with low levels of literacy. According to Ghosh (1996) television can provide an effective educational shortcut and thus eradicate illiteracy in the underdeveloped countries .

Alafiya (1997) pointed out that in India, where a large part of the population is illiterate, the television is the best means to dispel clouds of ignorance. Television enlightens the mind, broadens the horizons of knowledge and brings one into the light of wisdom. Television can also bring great works of art to the common people. According to Singhal (1989) television in India is both a problem - solver and a problem - generator. It's chief proponent, the government of India, contents that satellite television can combat illiteracy, narrow the gap between the rich and the poor and facilitate national integration. Television is capable of helping learners and viewers to overcome the cultural barriers and social deprivations. On the whole, television has immense attraction and enormous potentiality in moulding characters, forming attitudes, shaping values and vision of life.

#### **C. Home-television environment and viewing pattern of women**

Mathur (1987) viewed that through television quite a large number of persons sitting comfortably in their homes can witness almost directly as it were momentous happenings in far-off places, earthquakes and fires, agitations and negotiations, conferences and conflicts, revolutions and elections. The vividness, directness and intimacy of the medium of television, in it's very manner of bringing the news, carries an impact

much deeper and more durable than that of any other known medium of communication. Chaudhary et al (1993) remarked that in every home a heated argument is on between the parents and the offspring, where the parents insists on switching off the television, while the offspring insists on watching their favourite programmes. Alafiya (1997) says that some parents cannot resist switching on the set to watch favourite programmes well aware that the children are preparing for their exams. This provokes the children who have already fallen prey to channel surfing.

Huges (1997) opined that it is difficult to determine how much television's presentation of societal roles and values actually influence people's attitude and behaviour. While there is some evidence that watching television is often a family activity, interaction between family members while watching television appears to be limited. Early research indicated that the introduction of television into homes generally had the effect of reorganizing leisure time activities, with a general decrease in the amount of family communication. Singh (1996) revealed that, to most women, just sitting in one place and glancing at a tiny screen in complete silence doesn't make sense. But men tend to watch television more attentively in relative silence and hate interruptions of any kind. He

added that men and women would want to watch different programmes at any given time. In most families almost irrespective of the gender equation, it's the male's wish that determines what is seen. This domination is even more apparent where a remote control is in use. But women complain that the wielders of the remote flick channels too fast and too frequently, with scant regard for others.

Even to women who are employed and spend a lot of time at outdoors, home is primarily a place of work. The disparity stems from a basic difference in approach at one's home. Women and men would want to watch different programmes at a given time but these differences are slowly changing and more women venture out and demand equality at home.

Singh (1996) exhorted that the television viewing pattern of women and men differ a lot. Unlike very few women, for many of them television viewing is unplanned and try to catch up on anything that is interesting. It is commonly assumed that women's television watching rate is higher. Indian women can't really escape a sense of guilt when watching television too long, surrounded by almost unending household tasks as they are. Haris (1997) recommended that it is important to regulate the number of hours that one view's television and also important to regulate the

type of programmes that go on air.

In rural areas most of the privately owned set also act as community set attracting a number of viewers from non-television homes, providing a large secondary viewership making Doordarshan one of the largest network in the world in respect of audience (Doordarshan, 1995). Rai et al (1988) said that television was becoming increasingly accessible, particularly to the affluent urban groups who could afford private receivers. This meant that television was getting incorporated within the urban audience, who were beginning to link the practice of watching television with other social, cultural and domestic activities. In this sense, television was becoming a part of domestic everyday way of life - a part of urban culture. On the otherhand, in the rural sector, television viewing was still largely a community affair. Rogers (1987) revealed that television programming decisions are influenced by the elite middle-class, who want more entertainment and have less need for educational programmes than do their rural and urban-poor counterparts hailed from poor families.

#### **D. Related research findings**

Mohite et al (1997) conducted a study on the television viewing patterns of women and men. The

results indicated that heavy viewer spent two and half hours, while light viewers spent only about fifty minutes to watch television. Respondents with lower levels of education, occupation and income and those with more number of children and women among the respondents watched television for significantly longer time.

Pearl (1982) published the research findings of the impact of television on several social and behavioural aspects as almost all the evidence testifies to television's role as a formidable educator whose effects are both pervassive and cumulative. Television can no longer be considered as a casual part of daily life.

Webster (1981) analysed the primetime television viewing behaviour of female heads of households. It was found that programme type loyalty was highest for solitary viewing. Also those who always viewed alone and those who viewed with a group of unchanging composition, have shown significantly greater loyalty than those who viewed with a varying combination of other people over time.

Sharada (1988) attempted to study the impact of television exposure on the political awareness. The study showed that there was poor correlation between the respondents' degree of exposure to television and their

political awareness. However, it was reported that political awareness was related to the exposure to specific political programmes. In spite of a high exposure to television, political awareness of women respondents was very low. Preferences of programmes indicated that television is not just an instrument for the entertainment but it also makes them aware of many other things.

Hanrahan (1981) used life style data consisting of people's activities, interests and opinions to determine the extent to which choice of television programme types is related to it. The findings of the study supported the hypothesis that programme choice is a value expressive behaviour.

Najai (1983) in his study found that females spend more time at home than males, but they do not spend more time with television as male spend.

Williams (1986) reported the results of a study that effects of television have more to do with it's presence versus absence than with the number of channels available.

Television will dominate the twenty first century and is going to be the main vehicle of dissemination of information, education, entertainment and it's role in educating the women folk of our country is inevitable.

# Methodology

### III METHODOLOGY

The methodology pertaining to the study on "Impact of Selected Television Programmes on Women" was discussed under the following headings:

- A. Selection of the area
- B. Selection of the sample
- C. Selection of the tool
- D. Collection of the data and
- E. Analysis and Interpretation of the data

#### A. Selection of the area

The area selected for the present study was Coimbatore City. A large number of women here are educated and they have easy accessibility to information through media like television, so, it was easy for the researcher to obtain relevant information from the women for the present study. The place was also selected, due to its convenience and acquaintance to the researcher.

#### B. Selection of the sample

Since the sample was selected for a specific purpose, the principle of purposive sampling was kept in mind. In this method of sampling, the choice of sample items depend exclusively on the judgement of the investigator, (Gupta, 1996).

For the present study 100 women in the age group of 25-30 years both working and non-working, who used to watch the selected programmes on health, home management, educational and employment awareness, women's awareness and general awareness were chosen.

### C. Selection of the tool

A questionnaire (Appendix I) was developed to collect the information from the working and non-working women regarding the family background and programmes watched. The data collected by using a questionnaire are more reliable and accurate (Kothari, 1997).

A checklist (Appendix I) prepared by the investigator was used to trace out the impact of the selected television programmes. The checklist is a method of providing the respondent a number of options to choose. The item require a choice of one of the several alternatives (Mc Millan, 1994).

The checklist designed by the investigator included 47 statements, relevant to the five aspects which are given below:

1. Health
2. Home management
3. Educational and employment awareness
4. Women's awareness
5. General awareness.

The statements were given scores on a four point scale basis such as Not-benefitted, Gained knowledge, Change in attitude and Implemented in Practice. Zero score was given to the response, not benefitted. Scores of three, two and one were given for the response, implemented in practice, change in attitude and gained knowledge respectively. The score range for various level of benefits for each programme is different which is given Appendix II.

#### **D.Collection of the data**

The investigator met the women, the purpose of the study was explained, the frequency and the kind of programmes they watch was enquired. Possible efforts were made to establish a good rapport with the selected sample. A tool consisting of a questionnaire and a checklist was given to the women and the information related to their television viewing pattern was collected.

#### **E. Analysis and Interpretation of the data**

The collected data was consolidated, tabulated and the results were analysed using percentiles and chi-square test.

## Results and Discussion

#### IV. RESULTS AND DISCUSSION

The data collected for the study "Impact of Selected Television Programmes on Women" were consolidated, tabulated and statistically analysed. The results have been discussed under the following headings.

- I. General profile of the selected women
- II. Television viewing pattern
  - A. Channels watched by the selected women
  - B. Television viewing pattern based on duration
- III. Benefits from the selected television programmes for women
  - A. Level of benefits from health related programmes
  - B. Level of benefits from the programmes on home management
  - C. Level of benefits from the programmes on education and employment awareness
  - D. Level of benefits from the programmes on women's awareness
  - E. Level of benefits from the programmes on general awareness
  - F. Level of benefits from different programmes

##### I. General profile of the selected women

Out of hundred women surveyed, seventy seven per cent hailed from nuclear families and twenty three per cent of them belonged to joint families.

The study reveals that eighty five per cent of the women were married and fifteen per cent of them were unmarried.

All the respondents were educated. It was seen that forty five per cent of the women were graduates and thirty per cent of them were postgraduates. Twenty per cent of them had education till higher secondary level. Only five per cent had passed matriculation.

Out of the fifty working women, forty per cent of them were ~~the~~ computer programmers, twenty six per cent of them were ~~the~~ teachers and twenty per cent of them were the workers in workshop . Six per cent and four per cent of them were bank officers and business people respectively. Two per cent each were beautician and clerk.

## II. Television viewing pattern

Ryan (1986) found that certain adults watch television programmes passively, while the others actively and they are also selective in watching programmes. Having this in mind, the investigator gathered informations regarding the channel and the duration of watching television.

### A. Channels watched by the selected women

According to Rouner (1983) active television viewing is a function of effort in choosing the medium and effort in selecting specific content to view.

Now a days, a wide variety of channels are available to the viewers to select. The major channels watched by the women are given in Table I.

TABLE I  
CHANNELS WATCHED BY SELECTED WOMEN

S.No.	Channels watched	<u>Working women</u>		<u>Non-working women</u>	
		Number	Percent- age	Number	Percent- age
1.	DD1	40	80	42	84
2.	DD2	22	44	19	38
3.	DD3	10	20	6	12
4.	DD4	-	-	2	4
5.	DD5	9	18	12	24
6.	Sun TV	30	60	22	44
7.	Raj TV	20	40	20	40
8.	Vijay TV	23	46	20	40
9.	Discovery	12	24	8	16
10.	Asianet	5	10	1	2
11.	Star	2	4	2	4
12.	Gemini	-	-	2	4
13.	Zee	1	2	7	14

The above table clearly depicts that DD1 was preferred by both working and non-working women to other channels. Eighty per cent of the working women and 84 per

cent of non-working women watched DD1, whereas only forty four per cent and thirty eight per cent of working and non-working women watched DD2. Twenty per cent of the working women and twelve per cent of non-working women watched DD3. Only negligible number watched DD4. DD5 was watched by eighteen per cent and twenty four per cent of working and non-working women respectively. Sun TV was viewed by sixty per cent of the working women and forty four per cent of non-working women. Forty per cent of both groups viewed Raj TV. Forty six per cent and forty per cent of the working women and non-working women respectively preferred to watch Vijay T.V. Discovery channel was watched by twenty four per cent and sixteen per cent of the working women and non-working women respectively. Sun TV was preferred next to DD1 by both working and non-working women. A variety of channels were watched by working women when compared to their counterparts ie non-working women. Working women were eager to gain more knowledge and they watched most of the informative programmes, whereas, housewives were interested in entertainment programmes.

#### **B. Television viewing pattern based on duration**

The television viewing pattern based on duration is given in Table II and also represented in Figure one.

TABLE II

## TELEVISION VIEWING PATTERN BASED ON DURATION

Television Programmes	Duration	Working women Number	Working women Percent- age	Non-working women Number	Non-working women Percent- age	Total percentage
Health	Nil	-	-	4	8	4
	15 minutes	8	16	4	8	12
	30 minutes	34	68	29	58	63
	1 hour	8	16	13	26	21
Home management	Nil	2	4	3	6	5
	15 minutes	16	32	14	28	30
	30 minutes	28	56	27	54	55
	1 hour	4	8	6	12	10
Education and employment awareness	Nil	1	2	2	4	3
	15 minutes	9	18	9	18	18
	30 minutes	19	38	12	24	31
	1 hour	21	42	27	54	48
Women's awareness	Nil	1	2	7	14	8
	15 minutes	25	50	19	38	44
	30 minutes	22	44	21	42	43
	1 hour	2	4	3	6	5
General awareness	Nil	2	4	8	16	10
	15 minutes	15	30	9	18	24
	30 minutes	28	56	28	56	56
	1 hour	5	10	5	10	10

### **Programmes on Health**

The table II denotes that all the working women watched health related programmes and eight per cent of non-working women were not at all watching these programmes. Twenty six percentage of non working women watched these programmes for a longer duration of one hour, Whereas only 16 per cent of working women watched these programmes for one hour. Sixteen per cent of working women and eight per cent of non-working women spent fifteen minutes, sixty eight per cent of working women and 58 per cent of non-working woman watched the health related programmes for thirty minutes.

### **Programmes on home management**

Thirty two per cent of working women and twenty eight per cent of non-working women watched the programmes related to home management for fifteen minutes daily. Fifty six per cent and 54 per cent of working and non-working women respectively watched for thirty minutes. Twelve per cent of non-working women watched these programmes for one hour, whereas, only eight per cent of working women, watched for one hour. As women are interested in managing the home affairs irrespective of their employment status, they preferred to watch these programmes, though the duration varied.

### **Programmes for educational and employment awareness**

Only very few of the selected subjects did not show interest in education and employment related programmes, that is, two per cent of working women and four per cent of non-working women. Eighteen per cent each of working and non-working women watched these programmes for fifteen minutes. Half an hour was spent eagerly by 38 per cent of working women and 24 per cent of non-working women to know the informations related to employment and education. Forty two per cent of working women and 54 per cent of non-working women allotted one hour daily to know about the educational schemes and employment opportunities programmes. It was noticed that a large number of people watched educational programmes in different channels for a longer period when compared to other programmes.

### **Programmes for women's awareness**

Half of the working women and 38 per cent of non-working women watched television for fifteen minutes to know about the women's issues. Forty four per cent of working women and 42 per cent of non-working women set apart thirty minutes daily for watching women's awareness programmes. Few of the selected women spent upto one hour to educate themselves about women related aspects relayed in television. It is surprising to note that 14 per cent of non-working

women and two per cent of working women were not at all watching these programmes which is an important aspect to be aware of. Non-working women did not show interest in women's affairs when compared to the working women. Although women should be aware of women's issues, only very few of the selected subjects of this study watched these programmes for longer period which is hoped to be useful for better change in the society.

#### **Programmes on general awareness**

Thirty per cent of working women and 18 per cent of non-working women were spending fifteen minutes to witness the general awareness programmes in TV. Fifty six per cent each and 10 per cent each of working and non-working women watched these programmes for half an hour and one hour respectively. Sixteen per cent of non-working women and four per cent of working women did not watch these programmes. There is difference in the percentile analysis in the television viewing pattern of working and non working women based on duration.

As working women do not have much time to spend in front of the television, it was seen that 15 per cent and 28 per cent of them watched all the programmes mentioned above for fifteen minutes to half an hour daily. Non-working women being at home watched the programmes for a longer duration of one hour daily.

### Television viewing pattern based on duration

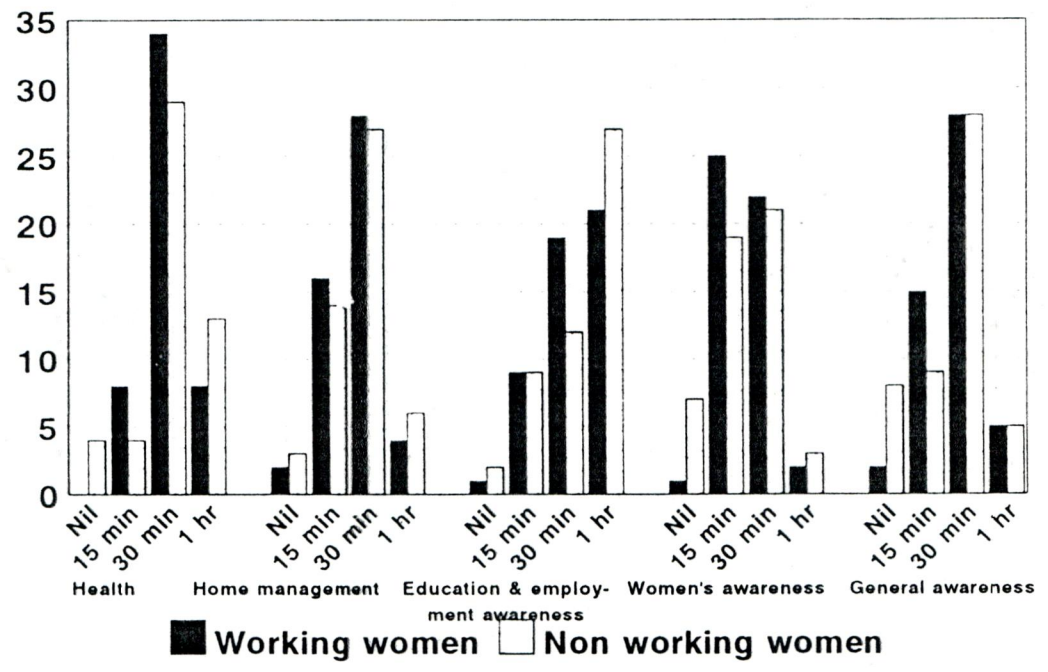


Fig. 1

### III. Benefits from the selected television programmes for women

Velacherry (1996) viewed that social awareness among women has increased considerably as a consequence of wide exposure to television. The benefits gained from the television programmes by the selected women of this study are discussed here.

#### a. Level of benefits from health related programmes

The level of benefits gained from health related programmes is given in Table III.

TABLE III

LEVEL OF BENEFITS FROM HEALTH RELATED PROGRAMMES							N=100
Score range	Level of benefits	Working women		Non-working women		Total Per-cent- age	Chi-square value
		Number	Percent- age	Number	Percent- age		
0-12	Low	14	28	6	12	20	
13-24	Moderate	33	66	32	64	65	8.61538*
25-36	High	3	6	12	24	15	

\* 1 per cent level of significance

Twenty four per cent of non-working women and six per cent of working women scored the highest range of 25-36 which indicates that they were highly benefitted from the television programmes. Sixty six per cent of the working women and 64 per cent of the non-working women scored at a range of 13-24 which reveals that they were moderately benefitted. Twenty eight per cent of the working women and 12 per cent of the non working women attained the score range of 0-12 and had a very low level of benefit from the programmes related to health. From the statistical analysis, it is evident that there is one per cent level of significance for the different level of benefit gained by the working and non-working women.

**b. Pattern of benefits from health aspects**

The pattern of benefits from the programmes on health is given in Table IV and shown in Figure Two.

## PATTERN OF BENEFITS FROM PROGRAMMES ON HEALTH

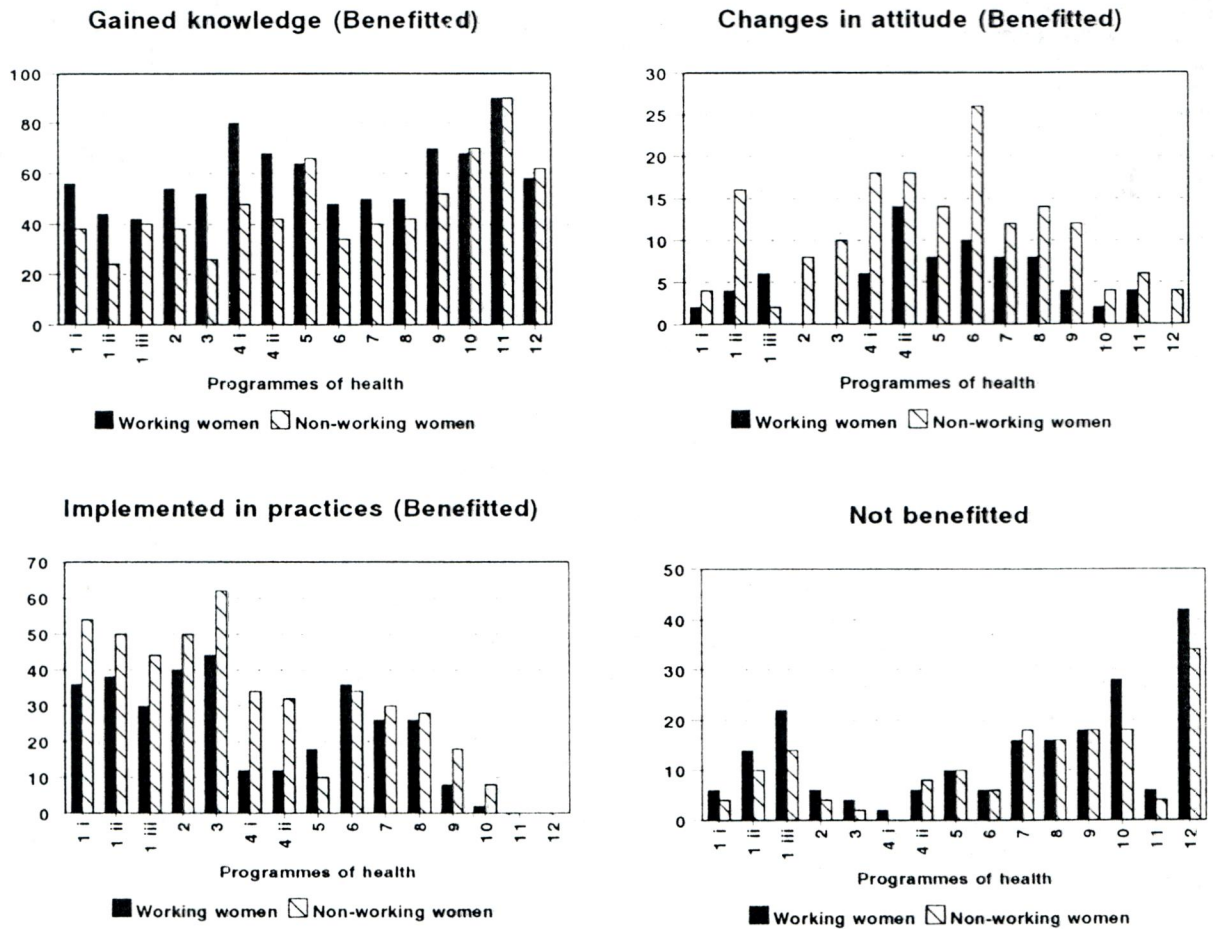
N=100

S. NO.	Health aspects in television	Benefitted						Not benefitted	
		Gained knowledge		Change in attitude		Implemented in practices		Working women	Non working women
		Working women	Non working women	Working women	Non working women	Working women	Non working women	Percentage	Percentage
		Percent- age	Percent- age	Percent- age	Percent- age	Percent- age	Percent- age	Percent- age	
<b>A. Programmes on health</b>									
i.	Care of the family members	56	38	2	4	36	54	6	4
ii.	Child rearing practices	44	24	4	16	38	50	14	10
iii.	The ways of handling the teenagers	42	40	6	2	30	44	22	14
2.	Care of the sick and disabled at home	54	38	-	8	40	50	6	4
3.	Hygienic practices, prevention and care of minor illness	52	26	-	10	44	62	4	2
4. i.	Immunization	80	48	6	18	12	34	2	-
ii.	Breast feeding	68	42	14	18	12	32	6	8
5.	The importance of exercises and beauty care	64	66	8	14	18	10	10	10
6.	Nutritious preparation of food	48	34	10	26	36	34	6	6
7.	Diet during different conditions	50	40	8	12	26	30	16	18
8.	Proper handling and serving of food	50	42	8	14	26	28	16	16
9.	Types of food and recipies used in different places	70	52	4	12	8	18	18	18
10.	Locally available nutritious food	68	70	2	4	2	8	28	18
11.	Prevention and transmission of AIDS in our country	90	90	4	6	-	-	6	4
12.	Ways of treating persons affected by AIDS	58	62	-	4	-	-	42	34

From the above table it is revealed that 56 per cent of the working women had gained knowledge about the care of family members and very negligible percentage of the selected women had changed their attitude. Whereas 54 per cent of the non-working women took care of the family members as per the information received from the television programmes. Non-working women used to watch these programmes more, as they are at home they get more opportunity and time to take care of their family members in a better way. Half of the non-working women have implemented into practice, the knowledge they gained from programmes on child rearing practices. But it is very amazing to find that 14 per cent of working women and 10 per cent of non-working women have not benefitted from any of the programmes viewed in the television. Forty four per cent of the non-working women who watched the programmes about the ways of handling the teenagers, have taken effort to handle teenagers in a better way. Fifty per cent of non-working women have implemented in practice the knowledge they gained from the programmes on the care of the sick and disabled. It is surprising to find that none of the working women had change in attitude in this regard, since they did not want to change the set attitude towards these aspects. Sixty two per cent and 44 per cent of non-working women and working women respectively had took special attention in practicing hygienic way of living, prevention and care of minor illness like cold and fever.

All the non-working women were benefitted from the programmes on immunization and implemented whenever required. A very few, (twelve per cent) of the working women and 34 per cent of non-working women had immunized their children. Eighteen per cent of non-working women and six per cent of working women had changed their attitude in this regard. This finding is in accordance with the study conducted by Krishnan and Dighe (1990) which showed that women gained awareness on the importance of immunization for children and many of them took keen effort to get their children immunized. None of the non-working women and only two per cent of working women did not put into practise the knowledge they gained about immunisation, since they follow the doctor's advice. Thirty two per cent of working women and twelve per cent of non-working women had implemented into practice the knowledge acquired through the programmes on breast feeding. It was interesting to find that eighteen per cent of working women and ten per cent of non-working women had implemented into practice the knowledge acquired from the programmes on the importance of exercises and beauty care. Ten per cent of working and non-working women were not benefitted in this regard since they did not have much time to spend for exercise and beauty care. Thirty six per cent and 34 per cent of working and non-working women respectively had the practice of cooking nutritious meals at home. It is a pleasure to note that 26 per cent of non-working women and 10

## Pattern of benefits from health aspects



- 1 i. Care of the family members
- 1 ii. Child rearing practices
- 1 iii. The ways of handling the teenagers
2. Care of the sick and disabled at home
3. Hygienic practices, prevention and care of minor illness
- 4 i. Immunization
- 4 ii. Breast feeding
5. The importance of exercise and beauty care
6. Nutritious preparation of food
7. Diet during different conditions
8. Proper handling and serving food
9. Types of food and rupees used in different places
10. Locally available nutritious food
11. Prevention and transmission of AIDS in our country
12. Ways of treating persons affected by AIDS

Fig. 2

per cent of working women had changed their style of cooking after watching this programme in Television. Ninety percent of both working and non-working women gained knowledge about the prevention and transmission of Aids from the Television programmes.

#### B. Level of benefits from the programmes on home management

The level of benefits gained from the television programme on home management is given in Table V.

TABLE V

#### BENEFITS FROM TELEVISION PROGRAMMES ON HOME MANAGEMENT

N=100

Score range	Level of benefits	Working women		Non-working women		Total Percent- age	Chi-square value
		Number	Percent- age	Number	Percent- age		
0-10	Low	34	68	38	76	76	
11-20	Moderate	16	32	10	20	26	3.60684 <sup>NS</sup>
21-30	High	-	-	2	4	2	

NS= Not Significant

Women who watched programmes on managing the homes were scored and grouped based on the benefits they gained. The result showed that none of the working women was highly benefitted, while four per cent of the non-working women were highly benefitted which is revealed from the highest score

range (21-30) Thirty two per cent of working women and twenty per cent of non-working women scored at the range of 11-20, hence they benefited at the moderate level. Sixty eight per cent of working women and 76 per cent of non-working women had a low level of benefit because their score range falls from 0-10. But the difference between the working and non-working women's level of benefits is not statistically significant. Most of the women who view home management programmes, were not patient enough to put it into practice. Majority of the non-working women, eventhough, they have time at home, they gained only low level of benefit from these programmes.

**b. Pattern of benefits from homemanagement aspects**

The pattern of benefits from home management aspects watched in television is tabulated here.

TABLE VI  
PATTERN OF BENEFITS FROM PROGRAMMES ON HOME MANAGEMENT ASPECTS  
N=100

S. Home management NO. aspects in television	<b>Benefitted</b>						<b>Not benefitted</b>	
	Gained knowledge		Change in attitude		Implemented in practices		Working women	Non working women
	Working women	Non working women	Working women	Non working women	Working women	Non working women	Percent- age	Percentage
	Percent- age	Percent- age	Percent- age	Percent- age	Percent- age	Percent- age		
B. Programmes on home management								
1. The management of time, energy and money at home	44	66	4	8	2	6	50	40
2. Proper care and mainte- nance of the house	58	40	8	8	8	18	26	34
3. Proper use of the avail- able space	38	40	12	10	22	14	28	36
4. Latest household equip- ments available in the market for different purpose	72	62	2	6	12	16	14	16
5. The proper care, mainte- nance and serving and the guarantee period of the equipment	60	62	4	4	20	18	16	16
6. The utility efficiency and suitability of the equip- ment	76	72	-	6	8	4	16	18
7. The cost and the discount rates of different equip- ments in the market	74	68	-	8	-	2	26	22
8. The care and maintenance of garden	38	32	-	-	-	8	62	60
9. The latest trends in gardening	34	28	-	-	-	6	66	66
10. The rearing of pets	22	18	-	-	-	8	78	74

Most of the selected women have gained knowledge in all the aspects of home management. Only two per cent of working women and six per cent of non-working women have implemented in practice, the facts received from the programmes on the management of time, energy and money at home. Half of the selected working women and 40 per cent of non-working women expressed that they had not gained knowledge from these programmes. Eventhough working women had to manage her time, energy and money efficiently for proper management of the home, it was informed that very few implemented the knowledge they gained into practice. Fifty eight per cent of the working women and 40 per cent of the non-working women have got glimpses about the proper care and maintenance of the house from the television programmes. Eight per cent of the working women took strain to maintain their home, based on the knowledge they got through television. Twenty six per cent and 34 per cent of working and non-working women revealed that they did not benefit in this regard. It is interesting to note that 22 per cent of working women and 14 per cent of non-working women have expressed that they could properly use the available space after viewing the television programmes related to this. Twenty eight per cent of working women and 36 per cent of non-working women did not change their mind even after viewing television on the latest household equipments

available in the market for different purpose. Eventhough 72 per cent of working women and 62 per cent of non-working women got informations about the latest equipment in the market through TV programmes, it was found that only 16 per cent of non-working women and 12 per cent of working women had made use of the knowledge they gained in selecting the household equipments.

Regarding the programmes on the proper care, maintenance, serving and the guarantee period of the equipments; 20 per cent of the working women and 18 per cent of the non-working women have made use of the knowledge they gained. It was amasing to find that none of the working women had implemented into practice the information they gained through the programmes on the cost and the discount rates of different equipments in the market since they get to know about these aspects from catalogues and magazines. Twenty six per cent of the working women and 22 per cent of non-working women did not acquire knowledge regarding these programmes. It was also seen that none of the respondents had changed their attitude regarding gardening and pet keeping. It was surprising to find that none of the working women had implemented into practice the information acquired from the programmes on the rearing of pets since they do not have time for such activities. Very few (eight per cent) of the non-working women had implemented into practice the informations gained from these programmes. Seventy eight per-

cent of working women and 74 per cent of non-working women did not gain information from these programmes, since some were not interested to see and some did not know that such programmes are telecasted.

It was noticed that only few changed their attitude and implemented it into practice. It was also found out that working women implemented only some aspects into practice than non-working women, who implemented almost all the aspects on home management in their daily life.

**C. Level of benefits from the programmes on education and employment awareness**

The level of benefits gained from the programmes on education and employment awareness is given in Table VII.

TABLE VII  
LEVEL OF BENEFITS FROM EDUCATIONAL AND EMPLOYMENT  
AWARENESS PROGRAMMES

							N=100
Score range	Level of benefits	Working women		Non-working women		Total Per-cent- age	Chi-square value
		Number	Percent- age	Number	Percent- age		
0-11	Low	46	92	44	88	90	0.91931 <sup>NS</sup>
12-22	Moderate	4	8	6	12	10	

NS=Not significant

Only eight per cent of working women and 12 per cent of non-working women were moderately benefitted from these programmes who scored between 12-22. Most of the women scored at a range of 0-12 hence, had a low level of benefit in this regard. It was surprising to note that none of the selected respondents, from both the groups were highly benefitted from the education and employment awareness programmes. It was also noted that inspite of the knowledge gained, none of them implemented in practice which is also revealed in the statistical analysis.

**C. Pattern of benefits from education and employment awareness aspects**

The pattern of benefits from education and employment awareness aspects is given in Table VIII and represented in Figure three.

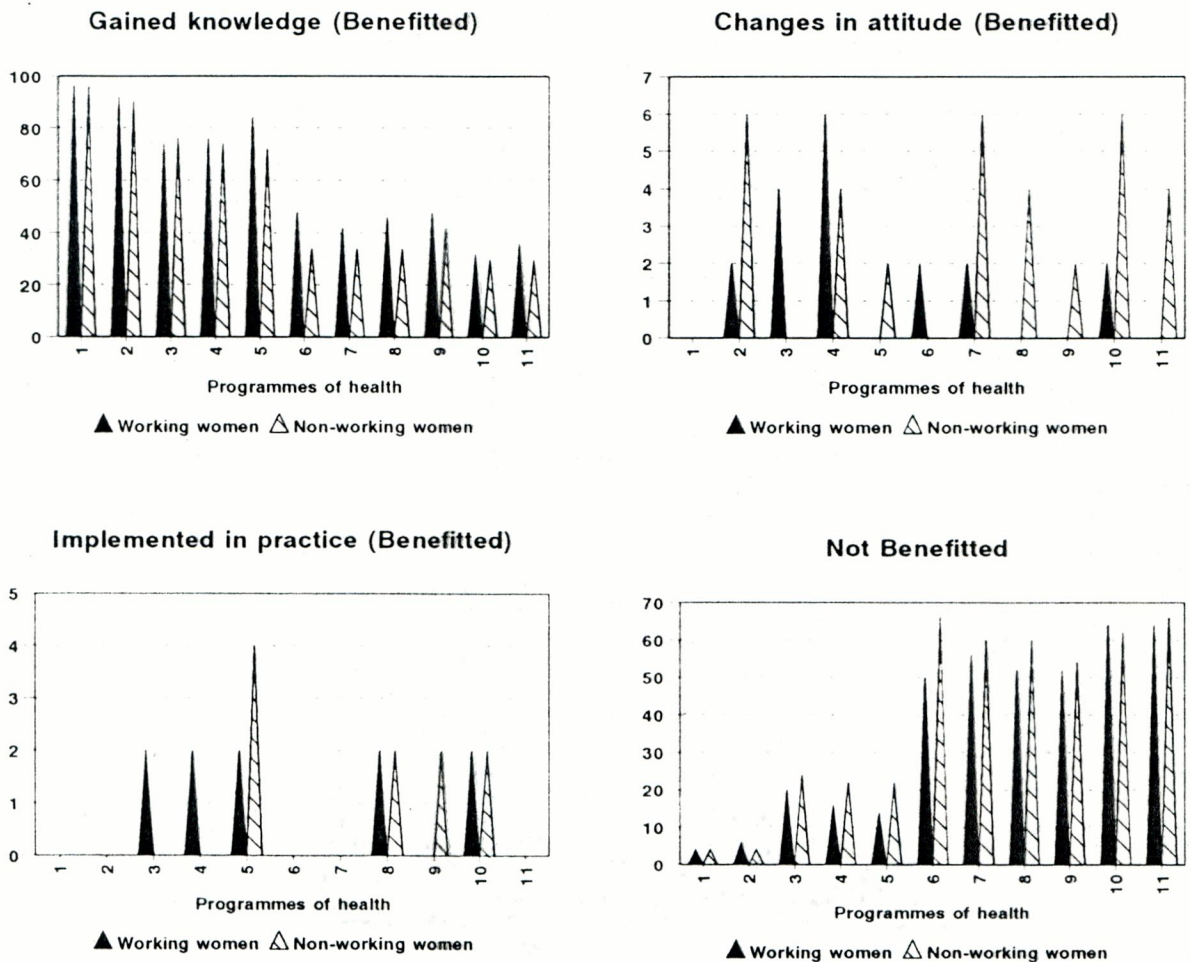
TABLE VIII  
PATTERN OF BENEFITS FROM EDUCATIONAL AND EMPLOYMENT AWARENESS  
N=100

S. Aspects on educa- NO. tion and employ- ment awareness in television	<b>Benefitted</b>						<b>Not benefitted</b>	
	Gained knowledge	Change in attitude		Implemented in practices			Working women	Non working women
	Working women	Non working women	Working women	Non working women	Working women	Non working women	Percent- age	Percentage
	Percent- age	Percent- age	Percent- age	Percent- age	Percent- age	Percent- age		
C. Programmes on educa- tional and employment awareness								
1. New inventories in different fields	96	96	-	-	-	-	4	4
2. Day-to-day happening in the world	92	90	2	6	-	-	6	4
3. The advancement in tech- nology	74	76	4	-	2	-	20	24
4. The literacy programmes	76	74	6	4	2	-	16	22
5. The environmental protection	84	72	-	2	2	4	14	22
6. Employment news	48	34	2	-	-	-	50	66
7. Employment as an aid for self concept	42	34	2	6	-	-	56	60
8. vocational guidance	46	34	-	4	2	2	52	60
9. Self employment	48	42	-	2	-	2	52	54
10. Income generating activities	32	30	2	6	2	2	64	62
11. Governmental policies and schemes for income generating activities	36	30	-	4	-	-	64	66

A lot of women had gained knowledge and few women had changed their attitude in all aspects regarding the programmes on education and employment awareness. The above shown table clearly depicts that 96 per cent of both working women and non-working women had gained knowledge from the programmes on the new inventories in latest equipments, information and broadcasting and agriculture. It was found that none of the selected respondents had change in attitude and implemented into practice in this regard. Only two per cent of women working as computer programmers, had implemented into practice the advancement in technologies on computers and electronic media. Twenty per cent of working women and 24 per cent of non-working women mentioned that they did not benefit, since they did not have an opportunity to practice it. Regarding the information on the literacy programmes, 16 per cent and 22 per cent of working women and non-working women respectively were not benefitted since all the subjects were already educated.

Fifty per cent and 66 per cent of working and non-working women respectively were not benefitted from the programmes on employment generation as many of them searched in newspapers and magazines for employment opportunities. Only two per cent of both working and non-working women had undergone for vocational guidance as they were inspired from television programmes regarding this. Fifty two per cent of

## Pattern of benefits from educational and employment awareness aspects



1. New inventories in different fields
2. Day to day happening in the world
3. The advertisement in technology
4. The literacy programmes
5. The environmental protection
6. Employment news
7. Employment as an aid for self concept
8. Vocational guidance
9. Self employment
10. Income generating activities
11. Governmental policies and schemes for income generating activities

Fig. 3

working women and 60 per cent of non-working women had not-benefitted from these programmes, since they were not much aware of it's importance. It was noted that none of the working women had implemented in practice the information gained regarding self employment through television programmes. Fifty two per cent and 54 per cent of working and non-working women respectively had not benefitted from these programmes. Two per cent of the working women even though they were employed had involved in some income generating activities at home and two per cent of the house wives also carried out some small scale income generating activities which is a high level impact of television. Sixty four per cent and 62 per cent of working women and non-working women respectively had not benefitted from these programmes since they were not aware of these programmes telecasted. Most of the women, (64 per cent and 66 per cent of working women and non-working women respectively) were not aware that there are governmental schemes and policies which help women to start income generating activities.

**D. Level of benefits from the programme on women's awareness**

The level of benefits gained from women's awareness programmes is given in Table IX.

TABLE IX

LEVEL OF BENEFITS FROM TELEVISION PROGRAMMES ON WOMEN'S  
AWARENESS

N=100

---

Score range	Level of benefits	Working women		Non-working women		Total Percentage	Chi-square value
		Number	Percentage	Number	Percentage		
0-6	Low	30	60	29	58	59	
7-12	Moderate	20	40	19	36	38	3.12221 <sup>NS</sup>
13-18	High	-	-	3	6	3	

---

NS=Not Significant

It is quite evident from the table that 40 per cent of working women and 36 per cent of non-working women were moderately benefitted from the programmes on women's awareness. Fifty nine per cent of the women had a low level of benefits, since their score range is between 0-6 for these programmes. Only six per cent of non-working women and none of the working women had implemented in practice the information gained from the television programmes on women's issues/rights. Though the score range differs, but the difference is not statistically significant.

**d. Pattern of benefits from programmes on women's awareness**

The pattern of benefits from television programmes on women's awareness is tabulated below and also shown in Figure four.

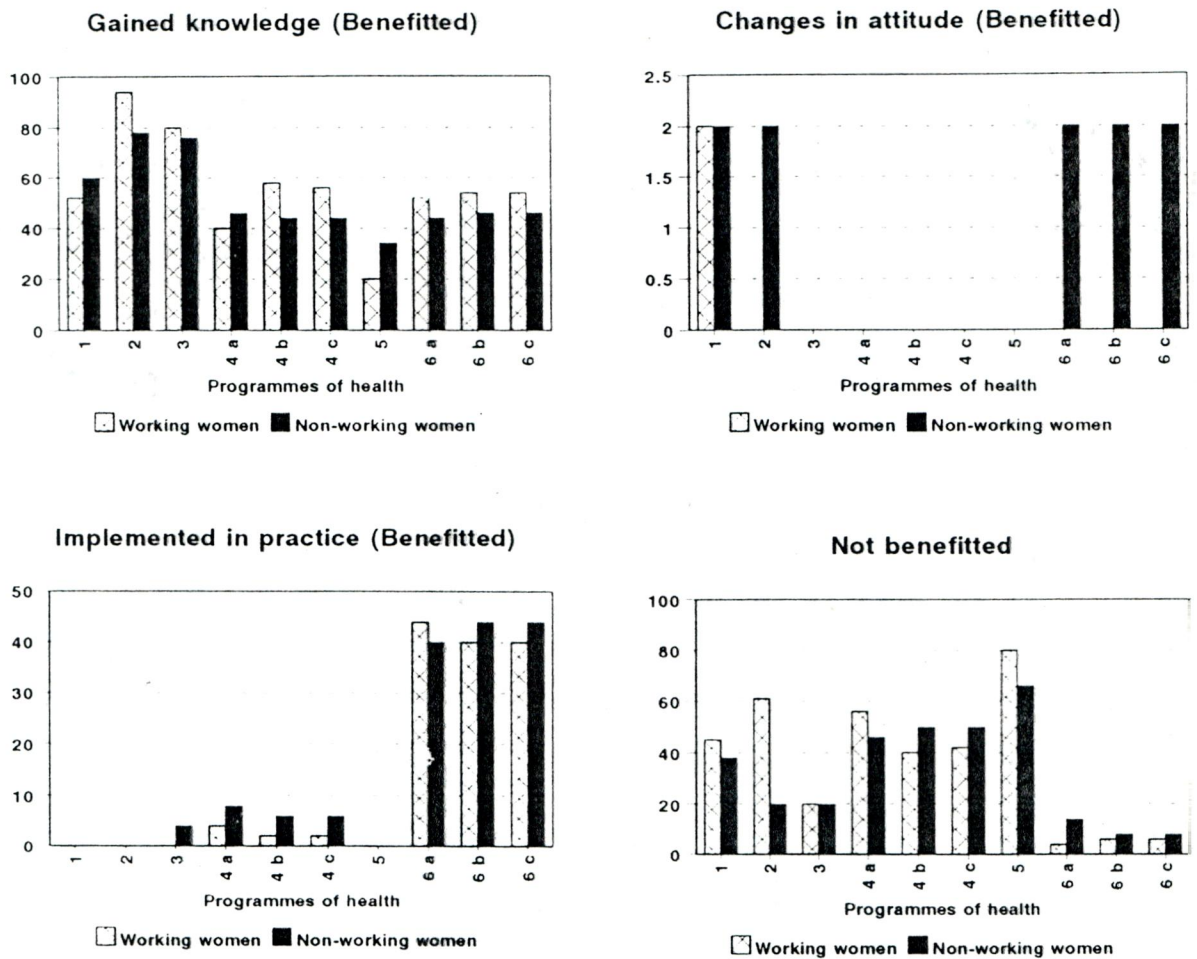
TABLE X  
PATTERN OF BENEFITS FROM PROGRAMMES ON WOMEN'S AWARENESS  
N=100

S. Aspects on women's- NO. - awareness in television	<b>Benefitted</b>						<b>Not benefitted</b>	
	Gained knowledge		Change in attitude		Implemented in practice		Working women	Non working women
	Working women	Non working women	Working women	Non working women	Working women	Non working women	Percent- age	Percentage
	Percent- age	Percent- age	Percent- age	Percent- age	Percent- age	Percent- age		
D. Programmes on women's awareness								
1. The government's welfare measures for women	52	60	2	2	-	-	46	38
2. Reservations available	94	78	-	2	-	-	61	20
3. The rights of women	80	76	-	-	-	4	20	20
4. a. Marriage laws	40	46	-	-	4	8	56	46
b. Divorce laws	58	44	-	-	2	6	40	50
c. Adoption laws	56	44	-	-	2	6	42	50
5. Programmes on women's legal issues	20	34	-	-	-	-	80	66
6. The registration of								
a. Birth	52	44	-	2	44	40	4	14
b. Death	54	46	-	2	40	44	6	8
c. Marriage	54	46	-	2	40	44	6	8

The table clearly represents that 52 per cent and 60 per cent of both working women and non-working women respectively had gained knowledge from the programmes on the government welfare measures for women propagated through television. It is interesting to note that 94 per cent of working women and 78 per cent of non-working women, gained knowledge regarding the programmes on reservations available for women, but they did not implement it into practice as they were just satisfied with the knowledge gained. Sixtyone per cent of the working women had not benefitted from the programmes on the reservations available for women, may be because they have other means of exposure to gain knowledge than housewives. Twenty per cent each of working women and non-working women had not benefitted from the programmes on the rights of women since they were not aware of these programmes telecasted in television. It is clear that very few women implemented into practice the rights of women.

Four per cent and eight per cent of working and non-working women respectively had implemented into practice the laws regarding marriage, in their lives. Fifty six per cent each of working and non-working women had not benefitted from these programmes. It is surprising to note that only two per cent of working women and six per cent of non-working women had taken effort to practice the knowledge they gained

## Pattern of benefits from programmes on women's awareness



1. The government's welfare measures for women
2. Reservations available
3. The rights of women
- 4 a. Marriage laws
- 4 b. Divorse laws
- 4 c. Adoption laws
5. Programmes on women's legal issues
- 6 a. The registration of birth
- 6 b. The registration of death
- 6 c. The registration of marriage

Fig. 4

regarding the divorce and adoption laws. Forty per cent and 42 per cent of working women and non-working women respectively had not benefitted from the programmes on divorce laws and adoption laws respectively. Twenty per cent and 34 per cent of both working and non-working women respectively had gained information from the programmes on women's legal issues. Eighty per cent of working women and 66 per cent of non-working women had not benefitted, since some were not aware that these programmes were telecasted.

It is interesting to note that 44 per cent of the working women and 40 per cent of the non-working women did the registration of birth as they gained knowledge from television programmes. Four per cent and 14 per cent of both working and non-working women respectively had not benefitted from these programmes as they knew earlier itself. Forty per cent and 44 per cent of working women and non-working women respectively had taken effort to implement into practice the knowledge gained regarding the registration of death and marriage telecasted in TV. Six per cent of working women and eight per cent of non-working women had not-benefitted from the programmes on the registration of death and marriage.

#### **E.Level of benefits from the programmes on general awareness**

The level of benefits gained from general awareness programmes is numbered in Table XI.

TABLE XI

LEVEL OF BENEFITS FROM GENERAL AWARENESS PROGRAMMES IN  
TELEVISION

N=100

Score range	Level of benefits	Working women		Non-working women		Total Per-cent- age	Chi-square value
		Number	Percent- age	Number	Percent- age		
0-8	Low	29	58	23	46	52	
9-16	Moderate	20	40	24	48	44	2.05595 <sup>NS</sup>
17-24	High	1	2	3	6	4	

NS = Not Significant

Fifty eight per cent and 46 per cent of working women and non-working women respectively had a low level of benefit with a score range of 0-8 from the programmes on general awareness. Two per cent of working women and six per cent of non-working women had high level of benefit with a score range of 17-24. Whereas 40 per cent of working women and 48 per cent of non-working women scored between 9-16 and had moderate level of benefit from the programmes on general awareness. Majority of the women just preferred to watch these programmes but were not patient enough to put them into practice. From the statistical analysis it is evident that there was no significant difference between the benefits gained by working and non working women.

**e. Pattern of benefits from general aspects**

The pattern of benefits from the programmes on general awareness aspects is given in Table XII.

TABLE XII  
PATTERN OF BENEFITS FROM PROGRAMMES ON GENERAL AWARENESS  
N=100

S. Aspects on general- NO. -awareness in television	<b>Benefitted</b>						<b>Not benefitted</b>	
	Gained knowledge	Change in attitude		Implemented in practice		Working women	Non working women	
		Working women	Non women	Working women	Non women			Percent- age
	Percent- age	Percent- age	Percent- age	Percent- age	Percent- age	Percent- age		
E. Programmes on general awareness								
1. Election rules and regulation	70	58	2	-	-	2	28	40
2. Rights of children	58	74	2	2	2	8	38	16
3. Rights of disabled	54	74	-	6	-	-	46	20
4. The changing fashion trends	50	60	8	6	26	28	16	6
5. Influence of fashion on adolescents	56	62	4	6	10	26	30	6
6. Weather conditions	100	98	-	-	-	-	-	2
7. The traffic rules and it's importance	54	46	-	-	44	46	2	8
8. The cost and maintenance of vehicles and fuels	80	46	-	-	14	38	6	16

It is evident that two per cent of non-working women and none of the working women had followed the election rules and regulations telecasted in television. It was interesting to note that only two per cent of working women had change in their attitude regarding the election rules and regulations. Very few, (two per cent and eight per cent of working and non-working women respectively) had taken effort to safeguard the rights of children as they gained knowledge regarding this from the television programmes. Thirty eight per cent of working women and 16 per cent of non-working women did not gain anything from such programmes. Very few had changed their mind regarding the protection of the rights of the disabled. Four per cent and six per cent of working and non-working women respectively recognised that the recent fashion will have an influence on the adolescents and 26 per cent of non-working women and 10 per cent of working women have taken steps to implement it into practice. Only two per cent of non-working women were not benefitted from the programmes as they were not interested in watching the programmes on weather conditions. It was clear that 44 per cent of working women and 46 per cent of non-working women had followed the traffic rules telecasted in television. Very few of the respondents were not benefitted from the programmes on traffic rules, since they don't know driving and some were aware of these rules earlier itself.

**F. Level of benefits from different programmes telecasted in television**

Table XIII depicts the level of benefits gained by the selected women from different programmes telecasted in television.

TABLE XIII

LEVEL OF BENEFITS FROM DIFFERENT PROGRAMMES TELECASTED IN TELEVISION

N=100

Programmes	Level of benefits	Score range	Working women percentage	Non working women Percentage
1) Health	Low	0-12	28	12
	Moderate	13-24	66	64
	High	25-36	6	24
2) Home management	Low	0-10	68	76
	Moderate	11-20	32	20
	High	21-30	-	4
3) Education and employment	Low	0-11	92	88
	Moderate	12-22	8	12
	High	23-33	-	-
4. Women's awareness	Low	0- 6	60	58
	Moderate	7-12	40	36
	High	13-18	-	6
5. General awareness	Low	0- 8	58	46
	Moderate	9-16	40	48
	High	17-24	2	6

It is interesting to note that majority of the subjects have benefitted from health programmes and they have put them into practice all that they learned. For all the other programmes such as home management, women's awareness and general awareness they had gained moderate level of benefit with some change in their attitude. It is surprising to find that although all the subjects were educated, they seemed to be least benefitted from television programmes which were educative. Women's awareness was not given much importance, which it calls for. The level of benefits from different programmes telecasted in television is represented in Figure five.

## Level of benefits from different programmes telecasted in Television

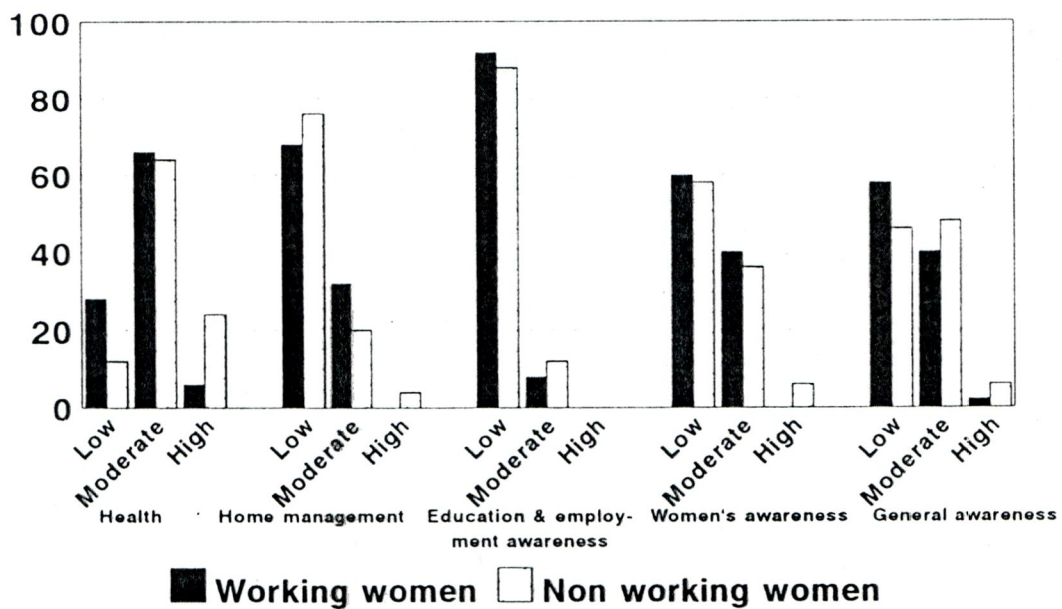


Fig. 5

## Summary and Conclusion

## V SUMMARY AND CONCLUSION

Education is an important asset for women. Education is the best means to empower a woman. It enhances the total development and the upliftment of the women in our society.

Education for women is effectively imparted through the media like television. Television provides a quick and easy reach of the information to the people. It telecasts many programmes for women covering different aspects including health, politics and problems faced by women.

Hence the study "Impact of Selected Television Programmes on Women" was undertaken in Coimbatore city with the following objectives to;

find out the television viewing pattern of women, based on duration and

access the benefits gained from the selected programmes.

Hundred women in the age-group of 25-30 years were chosen to carry out the study. A checklist formulated by the investigator was used to interview the selected women about their general profile, television viewing pattern and the benefits gained from the selected television programmes.

## Findings of the study

### A. General profile of the selected women

- \* Out of the 100 selected women, 77 per cent were hailed from the nuclear families and 23 per cent belonged to joint families. About 85 per cent of the women were married. All the selected subjects were educated. Fifty per cent of the respondents were working women and the rest were the non-working women

### B. Television viewing pattern

#### 1. Channels watched by selected women

- \* About 80 per cent of the working women and 84 per cent of the non-working women watched DD1, Sun TV was preferred by 60 per cent and 44 per cent of working women and non-working women respectively. Twenty per cent of the working women and 12 per cent of non-working women watched DD3. Forty six per cent and 40 per cent of both working and non-working women respectively watched Vijay TV.

#### 2. Television viewing pattern based on duration

- \* All the working women watched the programmes on health. Only eight per cent of the non-working women watched these programmes. Sixty eight per cent of working women and 58 per

cent of non-working women watched these programmes for 15 minutes daily.

\* About 56 per cent and 54 per cent of working women and non-working women respectively watched the programmes on home management for thirty minutes daily. Whereas only 12 per cent of non-working women and eight per cent of working women watched the programme on the home management aspects for a longer duration of one hour daily.

\* Forty two per cent of the working women and 54 per cent of non-working women watched the programmes on education and employment awareness for a longer duration of one hour daily.

\* Most of the working women (50 per cent) watched the programmes on women's awareness for fifteen minutes.

\* Fifty six per cent each of working women and non-working women watched the programmes on general awareness for thirty minutes daily.

### C. Benefits gained by women from selected television programmes

#### 1. Level of benefits from health related programmes

Majority of the working women (66 per cent) and 64 per cent of non-working women had a moderate level of benefit from the health related programmes.

- \* Most of the non working women (62 per cent) and 44 per cent of working women had implemented into practice the knowledge gained from the programmes on hygienic practices, prevention and care of minor illness. Ninety per cent each of working women and non-working women had gained knowledge regarding the prevention and transmission of AIDS in our country. Only two per cent and four per cent of working women and non-working women respectively did not change their attitude regarding the care of the family members from the related programmes on television. Twenty eight per cent and 18 per cent of both the working women and non-working women respectively were not benefitted from the programmes on locally available nutritious food.

## 2. Level of benefits from the programmes on home management

- \* Majority of working women (68 per cent) and 76 per cent of non-working women had a low level of benefit from the programmes on home management.
- \* About 22 per cent of working women and 14 per cent of non-working women had implemented

into practice the knowledge gained from the programmes on the proper use of the available space. And 12 per cent and 10 per cent of both working women and non-working women respectively had changed their attitude in this regard. None of the respondents had changed their attitude after watching the television programmes on gardening and pet keeping. A majority of 76 per cent of working and 72 per cent of non working women had gained some knowledge from the programmes on the utility, efficiency and suitability of the equipment.

3. **Level of benefits from the programmes on education and employment awareness**

- \* Nearly 92 per cent of working women and 88 per cent of non-working women had a low level of benefit from the programmes on education and employment awareness.
- \* Only two per cent and four per cent of working women and non-working women respectively had implemented into practice the knowledge gained from the programmes on environmental protection. *Four* per cent of working women and *none of the* non-working women had changed their attitude regarding the programmes on the advancement in technology. Ninety six per cent each of working women and

non-working women had gained knowledge regarding the new inventions in different fields. Sixty four per cent of working women and 62 per cent of non-working women were not benefitted from the programmes on income generating activities.

#### 4. Level of benefits from the programmes on women's awareness

- \* About 60 per cent of working women and 58 per cent of non-working women had a low level of benefit from the programmes on women's awareness.
- \* Forty four per cent of working women and 40 per cent of non-working women put into practice the knowledge they gained from the programmes on the registration of birth. Ninety four per cent of working women and 78 per cent of non-working women had gained knowledge regarding the reservations available for women. Two per cent each of the working women and non-working women had changed their attitude regarding the government's welfare measures for women. Majority of the working women (80 per cent) and 66 per cent of non-working women were not benefitted from the programmes on women's legal issues.

#### 5. Level of benefits from the programmes on general awareness

Fifty eight per cent of the working women and 46 per cent of non-working women had a low level of benefits from the programmes on general awareness.

- \* About 26 per cent of working women and 28 per cent of non-working women had put into practice the changing fashion trends which was watched in television. Eight per cent and six per cent of working women and non-working women respectively had changed their attitude in this regard. All the working women and 98 per cent of the non-working women gained knowledge on the prevailing weather conditions. Forty six per cent of working women and 20 per cent of non-working women were not benefitted from the programmes on the rights of disabled.

#### 6. Level of benefits from different programmes

- \* Twenty four per cent of non-working women had a high level of benefit from the programmes on health when compared to the other programmes. Eight per cent of working women had gained a high level of benefit from the programmes on education and employment awareness when compared to other programmes. Majority of

working women (66 per cent) had moderate level of benefit from the programmes on health. Ninety per cent of working women had low level of benefit from the programmes on education and employment awareness.

### **Conclusion**

Television can act as an inseparable means of educating women. The present study revealed that women had benefited from the various programmes they watch in television for longer period though the degree varies.

### **Recommendations**

1. All Doordarshan Kendras and different channels are urged to plan the educative programmes for all the age groups.
2. Important television programmes can be given prior advertisement and should be suitable to the convenience of both working and non working women.
3. Long term sustained awareness programme specifically directed towards bringing about change in mind to be planned by the Doordarshan Kendras.
4. Involvement of media to project the value of contribution of women to family, community and the Nation and elimination of showing needless violence against women and provocative depiction of women on the screen.

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# Appendices

APPENDIX I

CHECKLIST OF ELICIT INFORMATION ON THE  
IMPACT OF SELECTED TELEVISION PROGRAMMES ON WOMEN

I GENERAL INFORMATION:

- a. Name of the respondent :
- b. Sex :
- c. Age :
- d. Religion :
- e. Type of family : Joint [ ] Nuclear [ ]
- f. Family background

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S. no.	Name	Relation- ship to the res- pondent	Age	Sex	Educa- tional	Marital status	Occupa- tion	Income per month
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- 
- g. Annual family income:

II TELEVISION VIEWING PATTERN:

- i. Which are the channels that you watch?

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ii. Programme watched	Timings
	Nil 15 minutes 1/2 hr. 1 hr.

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- A. Health care
- B. Home management
- C. Educational and employment awareness
- D. Women's awareness
- E. General awareness
-

Aspects	Benefitted			Not benefited
	Gained- know- ledge	Change in attitude	Implemen- ted in practice	
A. HEALTH				
1. Knowledge regarding				
1. a. care of the family members				
b. child rearing practices				
c. the ways of handling the teenagers				
2. care of the sick and disabled at home				
3. hygienic practices, prevention and care of minor illness				
4. a. Immunization				
b. Breast feeding				
5. the importance of exercises & beauty care				
6. nutritious prepara- tion of food				
7. diet during differ- ent conditions				
8. proper handling and serving of food				
9. types of food and recipes used in different places				
10. locally available nutritious foods				

Aspects	Benefitted		Not benefited
	Gained- know- ledge	Change in attitude	
11. prevention and transmission of AIDS in our country			
12. ways of treating persons affected by AIDS			
<b>B. HOME MANAGEMENT</b>			
13. the management of time, energy and money at home			
14. proper care and maintenance of the house			
15. proper use of the available space			
16. latest household equipments available in the market for different purpose			
17. the proper care, maintenance and servicing and the guarantee period of the equipment			
18. the utility efficiency and suitability of the equipment			
19. the cost and the discount rates of different equipments in the market			
20. the care and maintenance of garden			

Aspects	Benefitted			Not benefitted
	Gained-knowledge	Change in attitude	Implemented in practice	

21. the latest trends in gardening

22. the rearing of pets

C. EDUCATIONAL AND EMPLOYMENT AWARENESS

23. new inventories in different fields

24. day-to-day happening in the world

25. the advancement in technologies

26. the literacy programmes

27. the environmental protection

28. employment news

29. employment as an aid for self-concept

30. vocational guidance

31. self employment

32. income generating activities

33. governmental policies and schemes for income generating activities

Aspects	Benefitted			Not benefitted
	Gained- know- ledge	Change in attitude	Implemen- ted in practice	
D. WOMEN'S AWARENESS				
34. the government's welfare measures for women				
35. reservations available for women				
36. the rights of women				
37. a. Marriage laws b. Divorce laws c. Adoption laws				
38. programmes on women's legal issues				
39. the registr <sup>a</sup> tion of a. Birth b. Death c. Marriage				
F. GENERAL AWARENESS				
40. election rules and regulations				
41. rights of children				
42. rights of disabled				
43. the changing fashion trends				
44. influence of fashion on adolescents				
45. weather conditions				
46. the traffic rules and its importance				
47. the cost and maintenance of vehicles and fuels				

**APPENDIX II**  
**SCORING PROCEDURE**

The score ranging from the lowest value to the highest value is classified under three categories based on the level of benefits gained as low, moderate and high. For different programmes this score range differs according to the number of statements, under the five aspects namely.

**1. Health Aspects**

The health aspects were given in twelve related statements. The score range is given below:

Programmes on health

Level of benefits	Score range
Low	0-12
Moderate	13-24
High	25-36

**2. Home Management Aspects**

The home management aspects were given in ten related statements. The score range is given below:

Programmes on home management

Level of benefits	Score range
Low	0-10
Moderate	11-20
High	21-30

### 3. Education and Employment Awareness Aspects

The education and employment awareness aspects were given in eleven related statements. The score range is given below:

#### Programme on education and employment awareness

Level of benefits	Score range
Low	0-11
Moderate	12-22
High	23-33

### 4. Women's Awareness Aspects

The women's awareness aspects were given in six related statements. The score range is given below:

#### Programmes on women's awareness

Level of benefits	Score range
Low	0-6
Moderate	7-12
High	13-18

### 5. General Awareness Aspects

The general awareness aspects were given in eight related statements. The score range is given below:

#### Programmes on general awareness

Level of benefits	Score range
Low	0- 8
Moderate	9-16
High	17-24

### APPENDIX III

The collected data was statistically analysed and interpreted using Chi-square test. This test is used to find out whether two or more attributes are associated or not. The formula used to find out Chisquare value is

$$X^2 = \sum \frac{(O-E)^2}{E}$$

Where O refers to the observed frequency

E refers to the expected frequency

Chi-square test was used to assess the level of benefits in the following aspects:

- \* Health
- \* Home management
- \* Education and Employment awareness
- \* Women's awareness
- \* General awareness