CHAPTER 5

CONCLUSION
In the present research, we made an attempt to understand the complexities of women, culture and mass media from a larger perspective in the context of capitalism today.

Communication amongst the society is a fundamental part of human civilizations. According to Harold Lasswell (1971-68) any act of communication whether face-to-face or mediated can be dissected into five processes that require separate methods of analysis is shown below:

Lasswell's chain of communication (cited in Key themes in Media theory by Dan Laughey pg. 9, 2007).

Returning of Lasswell's chain of communication it is clear as to how propaganda plays a vital function when its correspondence with different parts of a society is able to affect human behaviour and action. Effective propaganda can therefore provide a powerful stimulus for a targeted response and can enable recruitment of civilians who will fight for the cause. Propaganda in communication is considered a specialist and vital function in modern societies. Communication is now aided by new and modern technologies. Telecommunication and mass media technology is controlled by multinational global conglomerates. The inventories of printing press by Johann
Gutenburg brought a drastic evolution in media. Printing of the Bible reinforced marketism. We can say that mid 19\textsuperscript{th} Century brought a revolution in social theory influencing the theorization of media. Media's new revolution declined the dissolution of traditional forms of social relationship and scattering of humans. This created an adverse effect on the new invented processes such as industrialization, urbanization, democracy and the emergence of contemporary forms of mass communications. The initial world wars enhanced that mass media had brainwashed the people. Hence, mass media stands as the powerful propaganda agencies brain washing a vulnerable and defenseless public. Indeed this proves that media is a powerful tool of propaganda and there is no doubt regarding it.

Mass media did not have an overwhelming influence between the late 1940s and 1960s. It had to a limited extent. This we became aware through various empirical studies on selection of exposure, uses of studies, opinion of the leaders, thesis etc. The main influence on media research was found during the 1970s Marxist and neo-marxist traditions. These theories proved and enhanced that media was the sole agency in maintaining class dominations through reinforcement of dominant social norms and values of legitimize the social system.

In this context Frankfurt school, started the mass society critique. Marcuss and Adorno's critique of culture industry was the first Marxist attempt, to engage theoretically with media, Athusser was influenced by structuralism and so on.

Accordingly, the sociological and anthropological research explored the use of media in development and theorized that it played an important role in breaking down traditional values considered inimical to development in increasing industrialization and
the process of modernization (Learner, 1958 and Schramm, 1964). This empirical administrative research resulted in transplantation of western concept of development and technology (and subsequently the liberal plural media system) to the third world economies under the guise of modernization like green revolution in India (Roger, 1962). Hence, we can conclude that mass communication has been drawn from many social science principles consisting anthropology, sociology, economics, political science, psychology, and even social psychology.

In the 1980s, the emergence of globalization in the market brought a radical change in the organization of production. Before this the needs of the people were given prime importance and market used to produce the related materials, whereas the invention of globalization changed the market strategy leading to far reaching changes in inter-related section of mass media, telecommunications and information technology too came under its domain. The info-communication sector divided between telecommunication (46%) computers (33%), and the media (only films and broadcasting 21%) by 1994 became an enormous part of global economy with an output valued at $1.5 trillion (Inter-national, Telecommunication Union, 1995: 10). The global media market was valued at 766.57 $ billion in 2001 while the media in India generated approximately Rs.246 billion in 2003 (Kohli, 2003:4-6). The initiators and amalgamators amongst the global media enterprises that followed in the last decade led to an oligopoly in the global communication sector which proclaims and circulates capitalist ideology to strengthen the globalization.

Relatively to production sector, the socio-political and cultural institutions which are a part of mass media and has its base in economic structures consisting modes of
production at given point of time. As a result, the dominant class created its various institutions to control conflicts that arose with the class division. According to Charles Darwin's theory "Survival of the fittest" and "Struggle for existence" relates here relatively to exist and surviving over the centuries. The dominant class has always oppressed a section of humanity whether of a particular race, class, caste or gender. For existence, the dominant class uses the power of the state by perpetuating the capitalist mode of production through material and ideological means. The dominant class involves a massive political indoctrination, propaganda authorization, legitimization and building up of consciousness. Forces of production and distribution of ideas has been controlled by the dominant class. This class is dispersed worldwide and control's thinking of the general (consumer) class. Because of all these factors easy acceptance of a capitalist social order and its value has increased. This fact certifies one pattern of life i.e. owners of means are the dominant class which dominates the consumer. Even Karl Marx have accepted and highlighted in his theory that society has been divided into two classes i.e. the ruling class and the ruled class. Religion, caste, family and education system are the prominent tools for the principles domination while mass communication media have been added to this stockpile of ideological control and its influences which falls under capitalism.

The mass media especially television which is the dominant medium globally, in several ways enhances and propagates an ideology which leads to capitalism. In the present study we have attempted to understand the impact of electronic media i.e. television serials and advertisements on college students.
Globally and nationally women have made a landmark in proving their labour power. This has resulted through women's struggle which has ultimately changed the social spectrum. However, no one can deny the persistence of oppression, exploitation and inequalities of women. Females have constituted Two thirds of total world's labour, but they receive only the one-third of the world's income. Gender inequalities have become an integral part of social organization.

Due to unequal socio-economic distribution in India, position of women varies considerably from rural to urban areas among different classes among different religious, ethnic and caste groups. There is a huge division and infinite variations in the status of women according to the culture, family structure, caste and class. In the past few decades positions of women particularly in urban areas, in upper middle class and in dominant castes has changed positively. These women are excelling in education institutions, and in various professions at par with men.

Occupation like politics, military, law, bureaucracy, law enforcement, and arts are some areas where woman has marked her visible appearance. On the other side there are women who are socially and economically marginalized. Backwardness of women is reflected through poor literacy rate, female feoticide, skewed sex ratio etc. There are various areas where women work for long hours and are found least paid. In addition to this she bears the full responsibility of her home which is unpaid labour for her. There is a growing incidences of violence against women i.e. neglect of the girl child, eve-teasing, rape, domestic violence, dowry death, prostitution and so on. Oppression of women can be sighted back in our history which has its foundation where male used to own private property that finally resulted in class society. Men have controlled women's sexuality
even in savagery and barbarian stages. This oppression finally leads to women's secondary positions, her control of labour which was always in interest of male resulting in patriarchal value system. Patriarchy has been used by class societies and capitalism in their own interest to survive and perpetuate itself across time and space. Family and monogamous marriage are the institutions which reproduces the labor power. The wife performs domestic labour for free which ultimately serves capital. Biological reproduction is also one of the major factor which leads labour power, and this is controlled and initiated in the social formation. Through the patriarchal value system, whether it is private or public sphere the domination of patriarchal system is noticed. The relations of production that are of subordinations and domination are also reproduced at the workplace and the family. The patriarchal system includes control of women and their very selves i.e. their labour power and hence their sexuality and even fertility. Norms indicate a patrilocal, patrilineal and monogamous family where women are submissive to men, and therefore woman's labour is not regarded a social labour but meant only for one man and his family. Society disseminates and reinforces this ideology through religion, educational system and family and now through mass media. The mass media especially televisions through television serials and advertisements glorifies, reinforces and portrays the patriarchal family institution. The portrayal of woman as mother, housewife, nurturer and caregiver is not treated equally but as subordinate to the male in his and his family interest.

As mentioned earlier the current period capitalism has found a powerful tool in mass media, especially television, its serials and advertisements, for enhancing and reinforcing patriarchal value system and even reinforcement of gender disparities.
Patriarchy reflects the control of women's fertility and thus sexuality manifests as the exploitation of her body by the male for personal or commercial gain. Whether it is advertising, television, film or pornographic industry media commodifies woman's today to provide entertainment and pleasure to the male viewer. Degradation of the female body and degeneration of the idea of aesthetics media encourage of beauty pageants, fashion shows, model hunts, item songs in films, music albums and so on have contributed lot pornography. Besides these also depict woman as a source of pleasure to male and not as an individual or a human being thus reinforcing objectification of women and her non-empowerment.

Meanwhile in the present research we observed that in television the family portrayed in the top ranked serials like "Balika Vadhu" and "Bandini" reveal that the institution is a male construct while female leading character families are absent; she either has a single widowed parent or is brought up by her relatives like grandmother or aunt. She leaves her maternal family behind when she gets married. Woman does not have a universe of her own and hence is termed and defined her husband's family. These serials are found to be the most popular across socio-economic categories and the popularity of these serials reveals that women residing from different backgrounds at some level enjoy the serials which apparently fulfill their emotional and psychological needs. The women characters are depicted as bold, taking independent decisions in the family and fighting for injustice against them. The problems faced by the women are tackled realistically and familial which each women can identify with it. The storyline deeply reveals that women are projected as doing this as part of their responsibility as they like to be considered 'good and ideal' wife and daughter-in-law to safeguard family
honour, values and tradition. Research by the Center for Advocacy and Research (CFAR) indicates that much of the popularity of the serials comes from the manner in which the family is constructed (Center for Advocacy and Research, 2003). The plots of the serials reinforce and reflect the patriarchal (traditional) norms and women in the serials are the receptacle and the guardian of this value system. Their job is shown safeguarding patriarchal value system in the face of change and modernity. Women performing celebrations of rituals and festivals like Karva Chauth, and Vat Savitri, culture code, submissive role, economic dependence on the male and so on safeguard the patriarchal value system in the television serials. The women characters in the television serials speak English, drive cars, move independently, wear latest fashion and jewellery which proves to be apparently modern. Women characters do job for financial reasons and the few positive characters that are ("Jyoti of Jyoti") are exceptions (Ridhini of Dil Mil Gaye) Birwa of 'Bandhini'. In spite of the modern story lines and contemporary situations, the representation and roles allotted to the women are restricted to the particular area i.e. households and family following the paradigm of patriarchy.

Since 1990's the women have become an inseparable part of television serials both as consumers and as protagonists of television fiction, especially daily soaps which gets the highest ratings. Our data reveal a very high percentage of regular women viewers than men. It is reported that (10%) of television advertising revenue target women directly and prime television is dominated by women–oriented family soaps (Krishnamurthy, 2003).

In marketing of television serials and creative planning women play a very important category. Televisions holds a very strong potentials which cannot be
underestimated, as it has become a dominant medium in India and even other parts of the world. There are 80 million sets (half of them cable connected), attracting 48% of advertising and subsequently earning 41% of the entire media revenue in 2002, has more than 200 channels and is in the forefront in both information and entertainment (Kohli, 2003). One television set placed in the living room offers varied combination of entertainment, education on information, which cannot be offered by any other medium such as radio, film, magazine or newspaper. The television includes vivid programs such as films, music, serials of all kinds, animation, religious programmes, cartoon programmes for children, wildlife, natural history programmes, news and current affairs, programmes for women, sports, reality television, talk shows and so on. Television is a multi-purpose electronic box which has the other something for every one. Just by clicking one button a person has its comforts at home and with wide range of alternatives at one time monthly payment of between Rs.120 to 300 to the cable operator and very nominal cost of electricity. Compared to movies in theatre, circus shows, dramas and stage shows television is a cheaper alternative to other entertainment packages. Television holds the leading position amongst the electronic medium i.e. colours, lively moving images, drama and fast paced editing intermixed with attractive advertisements. Television as compared to other medium has won successfully in maintaining and sharing audience views and opinion through live shows, game and music talent shows and so on. Private owned channels, and state channels get millions of responses to their contests on the subsidized Indian Postal Department, SMS, emails, etc. Thus, through live shows even the mobile companies reap huge profits and this potentiality of television has been exploited by capitalism to propagate its ideology. Television mesmerizes viewers and
unconsciously cultivates a passive acceptance in them, which is meant to be extended at
the workplace and in the public sphere. The medium hypnotizes viewers into not
discussing anything beyond the most childish and extravagant, fashion or story of serials
and soaps.

Televisions serials project largely one community i.e., Hindu, North Indian, upper
caste and dominant group generally depicting business as profession while other
professions, classes, religions, communities are absent on the screen. Televisions fails to
show working class, vast cultural diversity of India; which consists marginalized
sections, various communities, the rural population, farmers and tribals in the serials.
Gujarati, Punjabi, Marwari or Bengali are some of the trading communities are depicted
in the televisions serials. Many communities from South are absent on the national
entertainment channels. Apart from these regional channels like Malayalam, Telegu,
Tamil, Kannada, etc. have a vast viewership in the respective states and their serials fall
in the same direction of dominant class. Television successfully projects a uni-marginal
hegemonic picture of society where only dominant class and dominant culture exist.
Thus, it is very essential to study women's issues from the current socio-political and
market economy. Thus, globalization is used as economic integrations of the nations to
compete in the world market, sharing of informations, technology transfer and this is
done with the help and usage of expanding media and satellite communication. Thus in
1980's the capitalist countries initiated a project to overcome the depression in the
economics and termed its as "globalization". In this regard, they conceived structural
Adjustment Programme (SAP), International Monetary Fund (IMF) and World Bank to
encourage open trades with their markets and investments from West. This resulted in
encouragement of the entry of foreign capital into each sector, privatization of industry and forced the state to disinvest in the public sector, which ultimately lead to broadening of women's oppression. For example, agriculture traditionally has been the mainstay for women's employment and 80% of women workers are employed in this sector. The programmes have replaced women's control over this employment by shifting the focus from food to cash crops. In each section whether it may lie multinational corporations, privatization of water and forest resources and removal of agricultural products has enhanced the exploitation of women. As this lead to decrease in rural income women's condition became victims of malnutrition and related disorders because of eating last and left over food and reductions of nutritional intake. New Economic policy has increased women's marginalization as they are the first to go when exit policy and voluntary retirement schemes are implemented by the organized sector under liberalization. The media has rarely focused this exploitation of women's contribution to the economy through paid labour or related to domestic labour and lack of her control over per sexuality and fertility.

The most popular on television are soaps, serials and other fiction based entertainment make up the brick of most people's media fare. Television as a medium has a potential to be truly mass media, has been observed to have a stronger influence than other media, and strongly influences the cultural change. At the outset, we hold that television medium is a ubiquitous phenomenon particularly in urban areas. This is visible from our data that as much as 99% of respondents in both the areas i.e. urban and rural own television sets.
There are more than 250 channels broadcasted on television in India like music, film, religion, sports, health, animation, news and current affairs, wildlife, comedy, cartoon, business and general entertainment channels. The entertainment offers a variety of entertainment of all genres: programs for children, music, film and film related programmes sports, game and stage shows cookery shows, religious discourses, talk shows, travel shows, programmes for women sitcoms, films, health programmes and serials like detective, horror and supernatural religious, comedy and family serials that may be daily or (4 to 5) days a week. In this genre, the channels are Sony, Star Plus, Sahara Manoranjan, NDTV Imagine, Zee TV. According by Television Rating Indices these channels are among the most popular with the serials on them getting the highest rating. Our data reveals that these channels and the serials on them are the most popular among the respondents. More than 100 channels offered by cable operators in Surat, Colours is the most popular channel watched by 26.33% of the respondents, while NDTV and Star Plus are watched by 24% and 13.69% respondents respectively. Rest of the respondents are interested in watching Sab TV, Zee TV and Star One i.e. 20%, 8.35% and 7.67% respectively. Few respondents do watch news channels like NDTV, Star News and Aaj Tak. The data reveals that the male respondents viewed channels such as discovery, bindass ten sports, Zee business but in minority. This reveals the strong preference among respondents for these general entertainment channels that have something on offer to everybody. These entertainment channels obviously have an attention grabbing effect on women as they show a marked preference for them rather than other channels.
The respondents perceive the influence of television on society primarily as positive. They view television as a medium that offers information, entertainment and education and as window to the world. This medium opens up new vistas especially to the rural class who have a limited exposure to the world beyond their experience. The rural class has less exposure to the print medium, the world of books and knowledge. Thus, television is their window to the world and also a source of entertainment and information. The urban class is offered television as a source of entertainment as a fantasy and a "good and rich life that they aspire for. Television offers them a variety package of entertainment, education and information that to within the safe boundaries of their home. Even cinema in the theatres does not offer the variety of entertaining fare as cheaply as television does.

Television is a passive medium which demands physical and mental inactivity during the time spent in front of the television set. Increase in aggression levels, use of drugs, increase of obesity, passivity, trauma etc. are some of the effects observed which creates a negative effect on children. This is because of the viewing of distressing scenes both in the news and in the fictional fare. Television brings to children images of war and disaster, divorce and violence, sex and pornography making them a witness to scenes that they would otherwise never see in daily life. The same is true for adults being exposed to images which they would never see in their real life. Thus constant supply of images and words, oftenly which is disturbing in nature, does not relax or energize but increases stress and tension. In fact, studies reveal that television aggravates anxiety and insomnia.

However, negative effects of the medium are perceived by fewer respondents like having a negative effect on children, affects culture negatively and conditioning
reasoning, serials helping to handle interpersonal relations, reducing interaction within the family etc. (from 49.45 to 36.33% respondents) while many respondents depicted positive effects of the medium (from 85% to 50.66%) which reveals a socio-psycho paralysis in society where the medium has so hypnotized the viewers that it is only viewed in positive terms. None of the female respondents watches education oriented channels like Discovery or National Geographic. A large number of respondents discuss with their husband, friends and neighbours about the acting, storyline or fashion in the serials while only fewer respondents discuss the news or information.

Thus, our study points out the most popular programmes i.e. the daily family serials on Colours, Balika Vadhu (26.66%), and Bandini on NDTV Imagine (22.66%). These are the longest running television serials that will complete the third consecutive year of telecast shortly.

Both the serials depict the lives and times of the Hindu, upper caste and class industrial family that lives in a joint family. The ambience is rich and luxurious life style with palatial bungalows, elite interiors, mobile phones, cars, air travel, men always heavily dressed in suits and 'Kurta-Pyjamas' and women in silk and heavy jewellery celebrating festivals and rituals with great pomp and show. The atmosphere in the house is cordia as the entire family is a close knit joint family that enjoys living, eating and socializing together, cushioned from the external world whose problems do not exist for the characters. Family unity and integrity is paramount and when whether a family member or an outsider threats or wants to disrupt this that is stopped by the protagonist. The family is apparently patriarchal, monogamous, patrilocal and patrilineal. The protagonist who is depicted as the daughter-in-law of the family defends this family
structure, as she does not have any other activity except the safeguarding of the family against any disruptions. Often the negative character is an economically independent woman while few serials show a woman doing paid labor for its own sake. The protagonist in Bandini serial is a housewife whose world revolves around her family, upholding the patriarchal family structure. A conspicuous culture code exists for the married women. Once married the female character adapts sari or Salwar Kameez, the external signs of marriage are mandatory for a 'suhagan' even for the negative character, carrying all its outward signs 'sindoor', a long 'mangalsutra', bangles, earrings, and bright saris. The commonly shown rituals are 'Karva Chauth' and 'Vat Savitri' where women fast and pray for the long life of their husbands.

As mentioned earlier women in these serials speak English if needed, are bold, initiate problem solving take decisions and speak out their minds in the presence of the patriarchy, and appear as strong and confident. They do not wear 'ghoonghat' (covering the head). In the serial Bandini, the surname Mariyavanshi and the rituals followed suggest that the family belongs to the traditional trading and agricultural landlords from the state of Gujarat. In reality most married women in business families hold a secondary position to men and are subdued in the presence of elders, wear the 'ghoonghat', economically dependent and perform domestic labour while the men handle the family business. In fact, in the two serials mentioned earlier, has a dominant position in the household reinforcing that women's place is in the home. The patriarchal value system in the guise of Indian traditional culture is propagated and reinforced through some women who are projected as bold, modern, initiative taking and decision-making women but remain strictly within the dominant patriarchal system. The popularity of these women
and the serials are its to package and appropriate manner of presentation to the female viewers.

Women viewers identify themselves both at the material level and the level of consciousness with the serials and their characters. The women character's clothes, hairstyles, accessories and even makeup on the television set the trend of fashion for the people which the market is ready to thrust on the masses. Thus, the market immediately follows the track which is demanded by the consumers. Thus, Balika Vadhu sarees and Bandini sarees and even hairstyles are spotted by the younger generation irrespective of classes and communities. Initially the fashion trends were followed from the feature films but now television serials and audio/video albums are the ideal trendsetters. Thus, the fashion trend is now extended even in small towns and villages and not to speak in metro cities. Even the college going students both make and female have adopted the latest fashion trends from the media.

As discussed earlier media commodifies women as consumers by creating wants in them and then offer their goods and services to fulfill them. Television serials depict images of the "good and happy life" endorsing a consumer society. Television fiction depicts images of luxurious lifestyles and material wealth, thus endorsing consumerism, and commercialism. Women have adapted the patriarchal norm of being an ideal housewife, mother and daughter-in-law and thus it is used by the advertisers to turn them to consumers of goods and services to fulfill her duty towards her house and society. Women's responsibility is exploited by the media by persuading her that an 'ideal' woman title can be achieved only through the use of products and services advertised on
television. Hence, it proves that television is the favourite medium to advertise mass consumed goods and products.

Our data reveal that respondents do not wish to see advertisements on television but are forced to do so due to its flicking in between the serials. Many respondents agreed (12%) that they get information on new products through advertisements. Thus, advertisements remind, generate and reinforce the desire for products to the consumers and manufactures grab this opportunity. Television creates a want of a lavish lifestyle, beauty, status and other wants maintaining the capitalist system. In an half an hour serial advertisements are shown 8-10 minutes distributed over three breaks presenting 22-25 advertisement of consumers' products and services. More than 15% of the advertisements are of consumer household items which feature women as consumers of the products as mothers, housewives and daughter-in-law etc. Rest of the advertisements i.e. nearly 25% show women as sex symbols where women do not use the product or buy it, but are used to add to the glamour for e.g. the deodorant name 'X-effect for men' where women are presented in Bikinis though the deo is used and marketed for men. Thus, advertisements target women as consumers and also as householders in the family like housewives and mothers, who are prime users of products and therefore depicted in advertisement to present them as contended and satisfied consumers of goods and services. Advertisements are also watched for the entertainment and the humour as revealed by many respondents. Advertisements also depict film stars, cricketers and television stars to attract the audience.

Respondents from the urban area are the most aware group with regard to the impact of television advertisements in promoting consumerism. While the respondents
from rural area feel that they have internalized the responsibility for buying goods and services for the family. Consumerism is thus reinforced in women as a contended consumer who fulfils the needs of her family. In our study respondents from all economic categories mentioned that patriarchal value system is packaged in advertisements. Respondents from urban area i.e. S.P.B. college and VNSG University are the most aware group on gender perception and consumerism in advertisements. This could be due to higher education levels combined with economic independence resulting in higher degree of awareness.

Reinforcement of patriarchy is reflected in television serials through depiction of a specific culture code for married woman, depiction of women as secondary individuals as sexual objects, centrality on housewifification, etc. The level of the internalization of unequal value system is more in female respondents than male respondents. The men are in the public domain of work (business), while the women are in the private (domestic) world, showing the clear division of labor in our society. The lifestyle, the pattern or job profile, in short life choice of a person is decided by the gender. In the rural area female respondents have internalized the unequal system that they do not perceive gender inequality while urban class are more aware of the gender inequality among the women as reflected in serials. As for majority 90% of the respondents from the S.P.B. College and VNSG University in our sample believe that women should fight against the injustice and the important of career and education for women to lead an independent life. Awareness regarding planning future was also found amongst the Olpad College (rural) respondents, but they had to face a lot of personal and family problems.

Patriarchy manifests unequal gender relations between men and women both in the family and in every sphere of society where the power and authority lies with the
men. Besides the internalization of secondary position by women reinforcement of gender, division of labour and control of their fertility and sexuality through the institution called marriage lies with the men. As discussed in the empirical chapter, women across economic categories and class legitimize the patriarchal value system and adopted it as a natural phenomenon. They even have internalized patriarchy and its institution endorsement of women's subordination to men. The respondents support certain dimensions of patriarchy and not its entirely. Female respondents from all areas feel that women's labor is not inferior to that of men's and disagree with the stereotyped sexual division of labor in society. They neither accept the submissive secondary position of women nor control of women's sexuality is agreed to them. Many respondents think the decision regarding the number and sex of children should be jointly taken by both the husband and wife. But they definitely agree and feel it is the women's responsibility to buy goods quality goods for the health and hygiene for the family. Women have not only accepted but also internalized their role as consumers. A quick glimpse of the advertisements on television reveals that women are always users, buyers, motivators or influencers in the buying process shown as mother, daughter, sister etc.

Women have also internalized the patrilineal and patrilocal family structure that prevails in India across castes, communities and religions which is not surprising. In India marriage is an important institution and the ultimate aim of every woman's life. The wedding ceremony includes various rituals no matter the class, caste or community. The marriage institution is glamorised in the media especially in television fiction and feature films with elaborate depiction of the marriage rituals which ultimately leads to reinforcement of the patriarchal marriage institution. Female respondents compared to male show relatively liberal views on women in society.
We conclude from our data that female respondents and some male respondents also believe in the value of their labour and also hold that is in any way less than that of men's labour. Apart from this most of the respondents in our sample favour equal inheritance rights to both the sexes. Some serials depict the ongoing women's struggles and the women's movement which have contributed to the positive perception of women of the value of their labour. Thus we observe the positive role of media particularly electronic medium and its contribution into the overall social awareness and consciousness.

An analysis of the perception of respondents across educational levels regarding the patriarchal value system prevailing in the present economic system revealed that respondents with high educational qualification point out critical views regarding the oppression of women in society as compared to respondents with lower educational levels. Thus the respondents from VNSG university were more conscious and aware regarding the suppression of women in society as compared to respondents of S.P.B. College and Olpad College. Accordingly they do not believe in the lower value accorded to women's labor, oppose sexual division of labour in society and control of women's sexuality by men. Whereas in the case of women's role as consumer and their secondary status the is no difference in the perception across educational levels. This clearly points out the degree of internalization of patriarchal system and its pervasiveness among respondents despite different economic and high educational backgrounds. Secondly, this also stresses and signifies the stronghold of patriarchy in capitalism as in other types of modes of production, though capitalism is relatively liberal than other modes. Television is one such tool to reinforce patriarchy in the society.
Cable and satellite television in India has emerged as the dominant medium of this epoch and its impact is ahead of other media. Satellite and cable television systems in the household hold a central place in India without the basic facilities like sanitation, public health system, efficient transportation etc. As mentioned prior television creates unnecessary wants through advertisements and serials paving the way for the entry of multinational companies. Advertisements promote idealistic images to be aspired by all. Due to its divergent approach, audio visual effects, graphics, and editing it has acquired (television) a very important place as compared to other media. Out data show that television as a medium is preferred that in all economic categories. Because of this medium patriarchal value system, consumerism and individualism have penetrated in the society. Many respondents believed in the negative impact of medium but they could not point out exactly. This is because a large portion of respondent's perception of this medium is positive.

Finally, we submit that this is only a modest attempt for measuring the impact of media on college students and further investigation is required to understand its complex phenomenon women. Institutionalization of patriarchy through colourful stories has been encouraged by media. In this connection, mass media is a tool which relates capitalism to enhance consumerism. Because of this, a cultural hegemony of privileged classes over the underprivileged is widespread, thus resulting in submissiveness of the underprivileged classes.

These are only a few findings from the present exercise on many others were discussed in detail both in empirical as well as in conclusion chapters.
VNSGU – Combination of Rural & Urban Segments
Some Significant Findings at a Glance

1. As regard to channel preference of the respondents, we found a huge difference depending upon the area. For instance 30% respondents from Olpad College, 24% from S.P.B. College and 25% from University (VNSGU) preferred Colours channel. As Olpad College respondents resided in rural area they preferred more to watch daily soap operas as they found connection between their own culture and customs with the television serials. It is revealing to notice from the respondents from the Olpad college that television characters are very familiar and matching to their family members, while S.P.B. College respondents were comparatively less interested in Colours Channel, as they were more interested in reality shows whereas University (VNSGU) includes multi-cultural combination of respondents we had mixed view of perceptions and attitudes.

2. In our empirical analysis we tried to understand the frequency of reinforcement of gender stereotypes which is reflected from the television serials. Majority of the respondents did not believe that the prevalent stereotypes are generated from the television serials. We analyzed this perception area wise – and we found that women were more in number than men who did not believe that the reinforcement of gender stereotypes is created or initiated by media through television serials and advertisements. In our sample 35 (70%) men and 47 (94%) women from S.P.B. College disagreed with the statement of reinforcement of gender stereotypes. Whereas only 15 (30%) men and three (6%) women were in favor. Thus it is not a surprise that 39 (78%) men and 40 (80%) women from Olpad College were not in favor of the assumption while only 11 (22%) men and 10
(20%) women agreed with it. Similarly, 40 (80%) men and 31 (62%) women from the University (VNSGU) disagreed with the assumption of gender reinforcement, while 10 (20%) men and 19 (38%) women agreed.

3. The patriarchal mindset subordinates women from birth till their entire life cycle is internalized by women as well as men equally. This process begins from the earliest childhood through socialization process and then reinforced through cultural, social, and economic arrangements in the society. Women in our study sample serials do not enjoy equal status and do not have decision making powers. The family upholds the gender contract based on limiting women's decision making as their husband, in-laws and other elders do not allow the women’s participation while patriarchy is emphasized and reinforced in the two television serials which brain washes the viewers eventually. The families in the serials follow strict rules and regulations where incision, importance of family’s pride and honour, rights and rituals are given prime focus. This gives a clear picture of patrilocal and patrilinial system existing in the daily soap operas. Even though women are projected bold they accept the patriarchal value system and also projected the dominance of male supremacy willingly. Most of the women in all the categories in our study revealed the family and social disapproval of women's decision-making and conservative patriarchal attitudes on the one hand and on the other subtle resistance and struggle towards change within the family structure.

4. We noted that the polarities of male and female behaviour are largely shown as aggressive and confident, while women as shy and responsive in the two serials under study. Women are shown worshipping their husbands, being dependent on
them and competent with each other for male favours. Analysis showed that both in fiction and commercials there is a sharp polarization of roles along gender lines. Beauty soaps, toilet soaps, and fairness cream commercials feature glamorous light skinned women depicting them as desirable princess. Advertisements for energy drinks and health products feature mothers serving the young sons dreaming in their glory of their bright and prosperous future achievements. By and large in commercials, films and advertisements women are depicted as homebound serving men and children seeking male approval, whereas men are depicted outside home. In case of male characters the range of occupations presented is very wide. They are industrialists, bureaucrats, businessmen, journalists, executives, police officers etc. Advertising agencies reap huge profits by making sexist advertisements featuring women. This form of advertising has become an important tool of perpetuation of male supremacy, which exploits women's sexuality and their physical appearance. The effect is also highlighted by showing equally men and women sharing recreational activities but not work. On the contrary, women are relatively shown with less working roles. Our prime effort through this study is to reveal the fact that how women are being portrayed in media specially advertisements and television serials. Media always depict women in two major roles i.e. prime caretakers of the family and sex symbols. During our field work we came to know that not only men but also women have accepted the fact that the prime responsibility of the children, husband, in-laws, house and family totally falls on women. The growing acceptance of the idea that men should also share the task of housework is absent
despite globalization and technological changes. This social perception certainly reveals the status of women as well as the perpetuation of gender subordination in family notwithstanding the technological shifts.

5. Our respondents who are college students also agreed to the fact that television has both negative and positive effects on the society. The respondents revealed that they viewed television only as a medium of entertainment 225 (99.6%), window to world 120 (97.5%), relaxation and relieving stress 105 (97.2%), respectively. Negative effects like increasing belief in super natural and fantasy with a negative effect on children (87%-96.5%) and reducing interest in reading and making adults and children inactive, 73 (98.6%) are clear cut findings from the study. During the interaction with the respondents in our data collection we came to know the negative affects diverting from the real issues thus resulting in less socialization, reducing interaction amongst the family members and so on. The impact of television is largely adverse especially on children. Children are initiated to violence by the electronic medium. Television is reported to encourage and influence early sexual activity, drug and alcohol abuse. Our data reveal that as much as 94% respondents watch advertisements on television while six percent do not. But we were told by our respondents that those who watch advertisements are not really interested but they do not have any choice as they are forced to do so, as advertisements are flicking in between serials. Needless to mention that the children learn without much effort at early age what took many years for their parents to learn.

6. Television advertisements successfully reinforce the consumerism on the respondents. Market economy has harnessed the medium between the producers
and consumers. It is a fact that advertising on television is used to maintain the economic system which creates a demand among consumers for excellent services, status, life style and other fashionable items and commodities. Thus we found that students across all economic categories hold that patriarchal value system is packaged in advertisements. Not surprisingly the respondents from urban area are more aware of patriarchal implications and consumerism portrayed through television advertisements than the rural areas. The respondents from the rural area are the least aware and the University (VNSGU) respondents fall between the two. Thus the urban college i.e. S.P.B. English Medium College stands out as the most aware group on gender perception and consumerism and advertisements. This is so due to not only higher educational level but also better economic condition that results in higher degree of awareness.

In our empirical analysis we tried to understand the level of awareness to know the attitude and perception of women about their status and its larger impact on women. With regard to the perception and awareness women across all economic categories justify patriarchal value system. However, gender inequalities in our study serials namely Balika Vadhu and Bandini are related to themselves more by respondents of the rural area (Olpad College) as compared to urban area respondents (S.P.B. College) and University (VNSGU). This clear difference across classes in the perception of gender inequality as reflected in television serials also reveals the level of involvement and internalization of the unequal value system more by the Olpad college students. More than 90% of the respondents from S.P.B. College and University (VNSGU) believe that women should fight against the injustice and similarly a large group believed that career
is important for a woman to lead an independent life. Olpad College students also expressed awareness of economic independence but they had to face a lot of personal and family problems in this connection. This is so due to lack of education and ignorance parents did not allow specially girls to study more and earn to be independent. Our study shows that S.P.B. College and VNSGU students are more career oriented and are aware of gender equality. The girl respondents from the Olpad College (rural) feel more of the need for women to fight for justice as portrayed in television serials while those from S.P.B. College and VNSGU students the priorities are earning money, achieving success through education and to be independent in their lives.

8. In our empirical analysis we tried to evaluate the level of perception of women on patriarchy and its implications on women through television serials and advertisements. We look patriarchy broadly as the economic and sexual control of women by men. Patriarchy reinforces the gender division of labour and control of their fertility and their sexuality through the institution of society called "marriage". The data show that female respondents across economic categories legitimize patriarchal value system and do not raise their voices. However the researcher was glad to know that the new generation is becoming aware more of themselves and social implications and thus agrees with patriarchal values only to some extent but not like their parents. Meanwhile male respondents have denied about the existence of gender difference as they argue that today women’s presence is felt in all professions.
Field Dairy

As per the planned schedule, I went to S.P.B. College which is situated at Parle Point. I reached there by 8.00 clock in the morning and it was Wednesday. My first day of interviewing the respondents started smoothly because of my friendlier approach. The month was January, and as it was winter season the climate was cool and pleasant. Many of the respondents were familiar with me as I already completed my pilot study in the same college. The S.P.B. College is situated in a posh locality of Surat city and students belonged to elite families and upper middle classes. Most of the respondents belonged to business families. When I entered the college, I found the students rushing to attend the lecture. I waited for the students to come back from their respective classes. In the meantime, I was also looking for other students from different years to start my data collection. Suddenly I found a group of four students sitting in the lobby area and approached them; after explaining my area of research, I noticed their level of interest in my study and particularly the topic as it is related to media (television serials and advertisements). It was easy to interact with them as the students were aware of the topic. Gradually I started approaching other students and found girls participated more enthusiastically than boys to fill up the schedule did. Some students found the schedule lengthy. However, as we interviewed them they started analyzing questions of the interview schedule and story plot of the serials. Mention may be made that the male respondents were not much concerned as they do not watch daily soaps, but the overall review about the questionnaire was positive as it has covered all the main perceptions and ideologies prevailing in the society. The next group interviewed was of final year students. Review amongst them was mixed i.e. some accepted the patriarchal value system while the others did not agree. Male respondents which were quite co-operative,
but their perceptions and ideologies related to serials were that it spoils and brainwashed women and thus this ultimately leads to disputes in the family. In this connection our study also shows more interest and attraction of female respondents compared to males. In our study we observed that the maximum mothers of the respondents were regular watchers of the television serials. This proves that television serials as a medium has a mesmerizing impact on women's lifestyle. One of the striking facts is that the serials' impact profusely the life style and choices of the college students as they imitate the character's in the serials. In short, there presentation and dressing showed that they belonged to elite class and maintained their status. Even they appreciated the questionnaire and commented that it was framed in an intelligent manner with ideologies and perspectives in mind and agreed that they will start keeping values in their mind related to gender differentiation and henceforth keep their minds open to analyze what they watch. Significantly we noticed different perceptions of male and female respondents. Male respondents did not prefer television serials and they even do not allow their mothers and sisters to watch it. We noticed a strong view in the study that boys began stressing the need for beauty for success. This clearly depicts the impact of advertisement commercials with reference to whitening creams. One of the male respondents even suggested that there question should be an open ended question on success so as to know the youth's perception.

Our next college was Surat Jilla Sahakari Spinning Vidhya Sankul, Olpad district visited the college with a prior permission and dates given by the principal of the college. The professors in the college also liked the topic and appreciated as well as helped to interview the students. Here we found a majority of respondents from Patel community. Their dressing and speech was different from that of S.P.B. College students. They spoke
their mother tongue, generally most of the females were dressed in Churidar, Salwar – Kammez, and only a few wore jeans and t-shirts. Even their hairstyles were different from the respondents of the S.P.B. College. In addition, they found it difficult to understand the questions so it took a lot of time to fill in the questionnaire. We found some were not taking interest in replying the question. This may be due to their ignorance regarding the language and topic. It took more time to fill in the questionnaire in the college. During the fieldwork we noticed their conservativeness and closed perceptions regarding the patriarchal value system. Not only male but even female respondents agreed and accepted the patriarchy without questioning. Majority of female respondents mentioned that they help their mother and "bhabhis" in the Kitchen in their household chores. One of the respondents said that she is allowed to attend college because it is morning time so after 11.00 clock she helps her mother in kitchen and also they help in tailoring. One of the respondents had a different storyline as she identified herself with the serial named "Jyoti" which is telecasted on NDTV Imagine. She recited her story while continuously kept crying and conveyed that her life is becoming disastrous day by day. She recited her whole story that they are three sisters and one brother. She is the eldest one. She works a part time tele-caller in one private company. Her mother holds beauty parlour at home itself. After college she go to job which is four hours and then helps her mother in parlour and after that she makes her younger sisters and brother study as they are in S.S.C. and H.S.C. Her brother instead of helping the family roams here and there and spends money lavishly. Her father works in a cottage industry earning Rs.2500/- per month but spends more than that on alcohol. She is the only member was has to take care and earn as well for the family.
One noticeable point we noticed during our study was the difference of perceptions of the college students and career building. S.P.B. College students studied for making their future bright necessarily reflect their career orientation ambitions. While Olpad College students were just interested to earn their livelihood and to lead a stable life without ambitions.

Most of the female respondents were aware of the latest fashion trends and were interested watching T.V. serials and advertisement to follow up the latest updates. The students from Olpad College (rural) found difficult to understand the terms and so we translated the schedule into their mother tongue. They were not aware of the existing stereotypes is the society and believed that it is their culture and every man has to earn i.e. man is the breadwinner and woman has to stay back looking after the child, family and house. Even their parents socialized them according to their gender as boys were given more freedom and authority while girls were kept under certain rules and restrictions. Hence we can say that Olpad college study was quite revealing in more than one way regarding their views and perceptions.

Our next area of field included the Veer Narmad South Gujarat University students that included faculties of Mass Communication, Interior Designing, Statistics, Sociology and MSW programme respectively. University respondents belong to a mixed category of working, business and service groups. We interviewed the mass communication and journalism students with the prior appointment of the head of the particular department. We took one class explaining them the topic and lots of discussion and query took place. As the topic of research was related to their subject they found it more interesting. The respondents were aware of the perceptions and believed that acquiring education and success takes a top priority as well as a necessity. The group was
quite matured and clear in its visions. Overall the observation was above an average as the students were already having first hand information. The session was interesting. The next department interviewed was Comparative Literature in Humanities. The respondents belonged to rural areas i.e. Kamrej, Udhana, Khatodra, Ved, etc. We found that the respondents were less aware than the Mass Communication students and took time to grasp the questions and theme of the questionnaire, as they were from Gujarati medium. Apparently it took time to make them understand and at times it became a tough task. Thus we could relate them with the Olpad college students largely due to their similar background. Like Olpad College students we found the respondents from this department especially females were more interested in T.V. serials. They felt proud to reveal the awareness of knowledge regarding T.V. serials. But when the questionnaire turned to stereotypes they were blank and ignorant about it. They were not ready to accept that these are the stereotypes shown on television. They believed that men and women are allotted different kinds of job or duty that they have to perform. Sometimes they even took the research topic lightly. This showed their level of interest in filling the questionnaire and involvement during the interview schedule. So the researcher felt let down for a while.

The next department we interviewed was Bachelor of Interior Designing, who were in total contrast the above mentioned faculty as the respondents here were well aware of the existing stereotypes on the whole. There were career oriented and had a clear vision of achieving their goals in life. Maximum respondents interviewed in this department belonged to far flung rural areas in and around Surat city. They have shifted to the hostel to pursue their studies. They were well dressed and well versed about their hopes. They found the topic of research very interesting and happening too! We found
them hard working and talented. Their talent is recognized when one enters the department as the respondents themselves have decorated it beautifully and creatively. It took very less time for us to explain the topic and interview schedule. To know the perception of the family members some of the students took certain copies of questionnaire along with them. There was a group of students who were staying in hostel against the wishes of their parents as they opted for a career which nobody else has opted in their respective families. The consequences which these girl respondents faced by opposing the family was shocking indeed as the two respondents revealed that due to gender difference they were not allowed to complete their studies by staying in a hostel. While their brothers in the family are permitted and allowed to opt their career options and even stay wherever they want to pursue. However they were happy and satisfied with the decisions they took as they were career oriented and ready to struggle for achieving their goals. Indeed it was refreshing field experience.

The next was department of sociology and MSW. The respondents belonged to rural and urban areas. So we can say it was a mixed group and apparently the perceptions also were mixed i.e., both progressive as well as conservative. Some respondents said that girls are more interested in television serials, daily soaps and reality shows. Some believed that if the economic condition of the family is good, there is no need for women to work. Some of the respondents were not aware of their father's or family's income. Respondents belonging to business category did not know their family income while the respondents from service class were of their family's income. This showed a clear demarcation in the attitudes of the service class and business category respondents. Respondents from the service class were very open about their income and had more literal views on the status of women in society. Again, the question regarding the
respondents from business category mentioned that it is difficult to gauge the monthly income further said that they do not know the income of their father as they could not dare to discuss with him; father gives them (male respondents) enough money for their expenses and they are satisfied with it. However they want sisters to have an good education and then only get married.

It is a very good refreshing as well as learning experience for the researcher to know that the fieldwork is a significant part of research and goes beyond mere data collection. Precisely as observation, give pulse of the problem, an understanding of the objective reality of the people and an exposure to the research problem in proper perspective. More so as the status of women with reference to media specially televisions serials and advertisements and their awareness of their problems were enlightening for the researcher. Many aspects of mass media and its impact on the college students became clear by interviewing young boys and girls. Hence, we can say that televisions is not only ubiquitous in most households, it also gets a prime and prior importance in the family. Children are seen glued to the set and generations together view it. Many respondents especially from the service class in rural areas expressed happiness that the researcher was asking them questions regarding their views and perceptions on media and stereotypes reveals the satisfaction and feelings of the respondents. As expected, fieldwork was very tiring but at the same time very fruitful and interesting.