CHAPTER - I

INTRODUCTION
1.1 ABOUT THE STUDY:

"Women are the builders and moulders of nation's destiny. Though delicate and soft as lily, she has a heart, far stronger and bolder than of man ... she is supreme inspiration of man's onward march" said Indian great poet Noble prizewinner Rabindranath Tagore.

Inspite of the injustice, of unequal laws and degrading social customs, even in ancient times women played a significant role in moulding family thinking. In Kumarasambhava, Kalidasa says: "The girl is the very life of the family". That is why the attitude of women in facing any problem assumes tremendous importance.

Man is supreme in outdoor activities therefore it is in the fitness of thing that he should have a greater knowledge of it. On the other hand home life is entirely the sphere of women, and therefore in domestic affairs in the upbringing and education of children women ought to have more knowledge.

People extend the horizons of their knowledge and ideas by exposure to the mass media, by talking with other people and by personal observation.

Fundamentally speaking, man and women are one, their problems are one in essence, the soul in both is the same. The two live the same life, the feelings are the same. Each is a complement of the other. One cannot
live without the other's active help. But man has somehow dominated women from ages past, therefore women have developed an inferiority complex and believe in the truth of man's interested teaching that she is inferior to him. But, Indian history shows that seers among men have recognized her equal status.

Whilst both man and woman are fundamentally one, in the biological form there are vital differences, between the two. Hence, the vocations of the two must also be different. The duty of motherhood, which the vast majority of women will always undertake, requires qualities, which men need not possess. She is passive, he is active. She is essentially the mistress of the house. He is the bread-winner. She is the caretaker in every sense of the term. The art of bringing up the infants of the race is her special prerogative. Without her care the race must become extinct.

Woman is the personification of self-sacrifice, but she, unfortunately, does not realize what tremendous advantages she has over man. As Tolstoy used to say that women are labouring under the hypnotic influence of man. If they would realize the strength of non-violence, they could not consent to be called the weaker sex.

Women over the years have faced the worst form of humiliation and discrimination in a male dominated society. Women constitute half of the world's population but continue to be deprived of the opportunities for equality in all the spheres. Marilyn French says that "By nature, men, not women, are the weaker sex'. Men's greater vulnerability, not female inferiority, is the natural fact'. He adds that females are given by nature, play a powerful social role: females
conceive, bear children and feed them from their bodies and have always taken responsibility for maintaining them - that is, maintaining the entire human race. Despite their contribution in primary sectors, they were not viewed as being within the production systems or being the economic contributor to their families. Due to the socio-economic constraints women's potential for development remains far from fully utilized and they have been pushed further back into the social hierarchical system.

Women are more active community members, reliable micro enterprises and farm keepers, disciplined savers, credit worthy clients of financial intermediaries, efficient household food security managers and their propensity to invest savings into longer term family welfare is higher than that of men. For these reasons, effective communication and high quality growth policies must be of acute necessity considering the women's productive potential.

The status of any given section of population in a society is finally connected with its economic position which itself depends on rights, roles and opportunities for participation in productive activities. The economic status of women is accepted as a model of a society's stage of development. Women's various activities are greatly affected by social attitude and media utilization which stem from ideology concerning basic components of status in any given period.

Heggade (1982) stated that women's participation in economic decision making was a vital means by which their economic dependency and social inequality could be removed, their participation in decision making resulted in increasing the employment opportunity for women, increasing the produce and income level of the community,
reducing the exploitative elements in the economic system, cooperativizing the production, marketing and distribution.

Gopalan (1985) stated that Mahila Samajams (women organization) provided a good organizational base for economic activities for the women in the community. It played a crucial role in shifting the orientation of women and highlighting the central position of the grass roots organization in improving the employment conditions of women. Welfare oriented organizations can form the basis for more economic oriented activities.

Historically women have been made to suffer the worst form of humiliation and discrimination at the hands of men. Though women constitute a sizable population, at least in their numerical strength, have continued to be deprived of the opportunities for their social, economic, political and cultural equality in the society.

Women have limited access to the resources and control over the income, education, information, decision-making and participation. Rural women have the required managerial skills to run their home but the difficulty, however, is that these skills are not identified in the formal sense, thus it is difficult to translate them into productive sense. They are found to not so good on management skills as they are illiterate and have not attained formal education and lack knowledge.

1.2 AIMS AND OBJECTIVES:
Following are the aims and objectives of the present study.
1. To study the socio-economic profile of women in the two districts.
2. To examine the media habits and interpersonal contacts among the rural women.

3. To understand the sources of communication available to the women living in villages.

4. To study the ongoing programmes meant for the enrichment of women power, and the awareness about these programmes among women.

5. To examine the role of communication in enriching women power.

1.3 SIGNIFICANCE OF THE STUDY:

The present study is of much significance owing to the following reasons:

1. No intensive study has been done on the role of communication in enrichment of women power in Karnataka.

2. Communication plays significant role in human life. Communication is the base for every constructive activity in the society. A study on the role of communication in enriching women power would examine the fact of the statement.

3. Women directly or indirectly contribute much to build healthier society and strong country. Women constitute almost half of the total population, yet they are not given equal status in the society. Women are considered as the objects and meant for hearth. It is required to enrich their innerstrength to come out from seclusion and ignorance. A study on communication and women in terms of the role of communication in enrichment of their power would help in understanding how women could be facilitated with media for their betterment.

4. The governments have evolved various schemes and programmes and implemented them for women development and women
empowerment. Various organizations, especially women groups, have been actively working for gender equality, and enriching women power.

5. The study would understand women's participation in organization which would reveal the social status of women.

6. The study could help in finding the impact of media on women and their understanding of law through media.

HYPOTHESES:

Following are the hypotheses formulated for the present study and are taken up for examination in the light of the empirical data gathered through the field study.

1. Higher the social status of a family better the women's awareness about effective use of communication facilities.

2. Women from better family background only will use communication systems better in the women enrichment process.

3. Communication facilities are available to women in different degrees.

4. The different levels of availability of communication facilities to women will have a different kinds of influence on them.

5. The media exposure and informed choice are related.

6. Educated women use communication facilities in a better way than uneducated women.

7. Legal awareness is related to enrichment of women power.

8. Women's participation in modern organizations help in the enrichment of power.

1.5 CONCEPTUAL DETAILS: COMMUNICATION

Communication plays a significant role in fostering togetherness and instilling a sense of belonging in any set up. The importance of
communication as a vehicle for dissemination of information, vertically or horizontally cannot be disputed. Communication is like blood and the communication routes are like veins. Barriers in communication is like a clotting of blood in human body. It may prove fatal and create disturbance in all spheres of life activities.

We spend at least one-third of our lives communicating. Communication means giving out and taking in information and knowledge. Almost every activity involves communication, such as listening to a teacher, talking to friends, reading a book, watching TV etc. By communication, we learn facts and figures, discover information, understand knowledge, develop our ideas and personalities, relate to other people and enjoy ourselves.

Communication takes place on from birth to death. Without communication human beings cannot survive. Communication means sharing or transmitting ideas, feelings, thoughts, knowledge etc. from one to another or one to a mass. Knowingly or unknowingly, verbally or non-verbally it takes place on various aspects. Without communication person may not develop, so communication is foundation for overall progress of human being.

The researcher considers here communication as interpersonal and mass media communication. The researcher has looked into mass media like Newspaper, Magazine, television and Radio and their technological development, then entry into rural area and functioning as effective social agents by providing day-to-day events and developmental issues on various factors.
Interpersonal communication is generally the most effective channel. Persons who talk with others at home, friends, relatives, neighbours, opinion leaders etc., through which, get ideas, suggestions, solutions etc., to change their attitudes and behaviours for development purpose. Interpersonal communication not only enlarges people's mental horizons but also increases their social relationship in the society.

Whether interpersonal or mass media communication, they help people to enrich their capacities, knowledge. It can be used to raise levels of aspirations. Through communication, attention can be diverted on the contemporary developmental, educational aspects. It can be effectively employed to build consensus on the new economic and cultural goals. Through, experimentation on the new economic and cultural goals, it can be used to disseminate knowledge relating to their success and failures. Communication is significantly being utilized to impart specific skills and techniques.

Communication can play a powerful role in nation building and development and it contributes significantly to bring about social change in the desired direction.

Communication:
The word communication is derived from Latin word. "Communis", which means "common". That also means "a common ground of understanding". Communication is a process of exchange of facts, ideas, and opinions and as a means that individuals or organizations share meaning and understanding with one another. In other words it is the transmission and interacting of facts, ideas, opinions, feelings or attitudes.
Communication is a process involving the sorting, selecting and sending of symbols in such a way as to help the listener perceive and recreate in his own mind the meaning contained in the mind of the communicator. Communication enables us to do important things to grow, to learn, to be aware of ourselves and to adjust to our environment.

1. **American Society of Training Directors**: define that “The interchange of thought or information to bring about mutual understanding and confidence or good human relation”.

2. **Leland Brown**: defined that “Communication is the transmission and interchange of facts; ideas; feelings or course of action”.

3. **Allen Louis A**: “Communication is the sum of all the things one person does when he wants to create understanding in the mind of another. It involves a systematic and continuous process of telling listing and understanding”.

4. **Ordway Tead**: defined that “Communicating is a composite of information given and received of a learning experience in which certain attitudes, knowledge and skills change caring with them alterations of behavior of listening effort by all involved, of a sympathetic fresh examination of issues by the communicator himself, of a sensitive interacting points of view, leading to a higher level of shared understanding and common intention”.

5. **Charles E. Redfield**: stated that “Communication is the broad field of human interchange of facts and opinions and not the technologies of telephone, telegraph, radio and the like”.

6. **Theo Haiemann**: defined that “Communication is the process of passing information and understanding from one person to another; it is the process of imparting ideas and making oneself understanding by another”.
7. Katz and Kahn: state that "Communication is the exchange of information and the transmission of meaning and the very essence of a social system or an organization".

**Importance of Communication:**

Today we are living in the age of information and communication. Many countries have entered the information age and are still processing for the new technology and their network. The importance of communication has been greatly emphasized by all management experts. Communication like birth, death, growth and decay is a part of individual life as well as organizational existence. Its importance is self-explanatory and is a common experience of all as well.

A person is a Communicating animal. He is the only animal who can express and has the power to express in words. Communication is the process of understanding. It is an important aspect of management. No one can overlook its importance. The main cause of misunderstanding is lack of effective communication. Its importance has been widely recognized in recent years. It is our practical experience to see society fully involved in moving messages vertically horizontally and diagonally. The growth and survival of the modern society is greatly dependent on communication.

**Mass Media Communication:**

Mass Media Communication like print and electronic occupy unparalleled place in the modern global society. It has moral, Socio-economic dimensions. Mass communication media like Newspaper, Magazine, Radio and Television which are comparatively older; have been
changing in their contents, reach and dissemination of news and views as well as in women developmental issues. Mass Media started invasion on rural areas with rural development issues and overall women development activities. Mass Media's role is significant in reaching, teaching, correcting, criticising, connecting, mediating, interpreting, conveying, moulding, educating, entertaining, enlightening, activating and initiating millions of people around the world.

**Mirror of the Society:**

Mass media is considered as a mirror of nation's personality. It can recall the part, dwell upon the present and peep into the future of the society. This role of mass communication media is all the more relevant to a country like India with innumerable diversities.

Mass media communication helps women's access to knowledge and information and thereby equips them with skills as tools enrich their inner strength. Communication enables the girl child to become enriched with power. It helps raise women's self image and confidence and create a time and space for women to build their own collective strength.

In the form of Sanghs, communication enables women to setup and manage support services they need and to generate their own resources. It helps women confront atrocities and oppression. Communication serves as vehicle for progress towards the goal of enrichment.

According to report of the committee on the status of women in India the most significant factor in mass media communication is that in India, where 80% of the total population is still live in rural areas, the mass media is concentrated in urban areas and emanates from there. The themes are mainly urban and are concerned largely with the educated
elite. The communicators themselves are from the urban areas. Press has a powerful role to play in molding public opinion, almost all the newspapers are published from the major cities and towns and give emphasis to political and urban news.

Discussing the role of women issues, mass media can perform its role as a source of information. Today new media empower individuals. The media will be part of the struggle for protecting and uplifting the women's life as well as the voice of every woman struggling for equality. The media is truly become an information high way.

Mass Media – an Agent:

Media is a social agent. It plays a dynamic role in creating general awareness of what is going in the world and motivating people to accept and achieve something out of it and to let them decide, what is best.

In electronic media, Television and Radio have vast expansion and influence people in two ways. Primarily by reaching the remote corners of the country and have brought them into the national main stream. Secondarily both, T.V. and Radio have been contributing to an unprecedented explosion of information. Due to these two media, the age-old social barriers have reduced, rural women are coming into the main stream.

In print media, like newspaper and magazine, especially local language press is influencing rural folk. Print media currently have better
circulation compared to previous days because of improvement in education and development in transportation and communication system.

The press in India has by and large not degraded the status of women. New streams highlighting the role of women have been published wherever possible. Some noteworthy achievements by women in different fields appear in daily newspapers and magazine.

1.6 ENRICHING WOMEN POWER

In a male dominated society, women are considered as a second grade citizens though a mother has been called as a first teacher, home as the first school. The status of women is hidden in the society, and women do not have the same status like men. Women population, though 50% of the total population of the world, are depressed, frustrated, exploited, extracted, defamed, ill-treated in the society. The reason is that there is a lack of inner strength in women. Thus, they cannot fight against the male dominated society to have equal position, rights and privileges. Women naturally lack courage, self-esteem, self-confidence and creativity. Even though, there is a creativity, they don't have an opportunity to expose it. They don't have the inner power to revolt against male dominated society for an equal status. The lack of inner strength in women makes her inferior to men. Without changing their mindset with changing concept of the society, they may not have the fighting nature for equal rights, for equal status in the male dominated society.

The enrichment of women power protects her, develops her self-supportiveness, fights against shame, defame, violence, injustice, inequality etc. There is a general belief in women that the fight and struggle is meant for male and male only should protect the family.
Violence against women has been continuous in the society in the name of God, religion, tradition and orthodox beliefs. Basic exploitation of women start by their husbands itself many a times. Another dreaded face of the exploitation is by her family like dowry, harassment, female infanticide, demand for cash, gender discrimination, bride burning etc. In everyday newspapers, one can find information on dowry deaths, rape, female infanticide, etc.

**Enrichment of Power:**

Enrichment of women power means increasing the innerstrenth of women, to have equal status and be economically on par with men to overcome any hurdles, be independent, self reliant, have a positive self esteem, to overcome obstacles and difficult situations and be able to participate in developmental activities.

Enriching, according to Oxford Dictionary, Thesaurus and word power Guide, means “improving in quality or value of”.

The Thesaurus defines “enriching” as “enhancing” “improving,” adding to augmenting, elevating, raising, refining, boosting. The researcher understands that every person has an inner strength, it may vary from one to another. Inner strength is the mental power which is basic for handling any situation. Communication makes human mind strong by providing enoroumous information and opens the eyes, ears and mind to think and act.

Longman-Dictionary of Contemporary English provides meaning to the term “enrich” as “to improve the quality of something.”
Cambridge advanced learner's Dictionary New - 2003, defines term as Enrich means to improve the quality of something by adding something else. for eg. My life was greatly enriched by knowing her.

By knowing more and more information individual’s life will be generally enriched. In this context, communication plays a crucial role.

Roget's Thesaurus of English words and phrases-150th anniversary edition 2002 says that enrich means augment, increase, bumb up, double, triple, make better, grow, improve, ameliorate, reform, make improvements and refine.

Enrichment of power and empowerment are synonymous. The intention of the both words is to enable persons' mental power, make persons active to lead their life independently with self-control and self-confidence.

Empowerment of women power which implies imparting of skills to enable and enlighten women to be parallal to men in all aspects of life. Enriching women power means to make them to exercise the human rights to lead and enjoy the life without traditional bindings from the society.

Enriching women power means enlarging mental horizons of women to have equal status in the society. To have equal status the following are motivational points for women.

• Woman should be interested to have an education equivalent to man.
- Woman should dare to oppose male management in a male dominated society.
- Woman should wish to manage her family herself.
- Woman should try to be economically independent.
- Women should not hesitate to participate in social and political fields.
- Women should get required privileges by her capacity not by begging.
- Woman should express profemale thoughts without fear.
- Women should develop an organizational character to start women organization.
- Woman should heartily and interestingly involve in the fields like Agriculture, Industry, Transport, Trade, Science and Technology etc., without hesitation.
- Woman should know her role in the progress of society and nation.

1.7 LIMITATION OF THE STUDY:
- The study is undertaken among the women, majority of who hold domestic responsibility of the house. They may be married or unmarried or widows or separated or divorced.
- The area of the study is limited to six villages in two talukas of two different districts, Davanagere and Gulbarga in Karnataka. The Davanagere and Afzalpur taluka are selected following area sample method and six villages are selected following stratified random sampling method.
- The study is restricted to the role of communication both formal and interpersonal in enriching women power.
Conclusions and generalizations relating to the role played by communication in enriching women power are drawn based on the field experiences from the six villages in two different study areas in Karnataka and the statistical information gathered for scores and questions and items in the schedule interviewing are based on 500 sampled women from those six villages.