6.1 Introduction:

In India mass media can be used as a major instrument in solving the problems and to bring about changes in the long run. It is a well known fact that media has an immense power to shape the attitudes of people in reconstruction of reality. In view of the above fact and importance of mass media in modern society. The mass media like radio and newspapers were of lesser significance to lower caste in rural society. However, comparatively speaking the persons belonging to the upper castes and having education first received the news more often through the radio than the lower castes and the SCs and illiterate respondents came to know about it mainly through party propaganda, kinsmen and friends. The electronic media's role in education suggested that radio and television are capable of transcending the literacy barrier and could have become media for mass education.

Radio and television are regarded powerful media as they can transcend the frontiers of literacy as well as national boundaries. Radio also provides an easy channels for bring to the masses useful information on agriculture, animal husbandry and current political thoughts. Further, it is observed that television is one the most powerful forces in the world today affecting the minds and emotions of mankind. It plays a number of varied and sometimes conflicting role in a society. It transmits knowledge, inculcates values, promotes awareness, spreads cultural richness to culturally arid areas, acts as an entertainer as well as an educator and disseminates information to its viewers. In other words, it is an entertainment, a creator and sustainer of moods, a companion, a formulator of socio-economic and political goals a
source both of various experiences and of topics of conversation. As the most recently developed medium of mass communication. This present study has been conducted to understand the impact of mass media on different casts of Gulbarga district. The main objectives of our study are (1) to study the social background of the respondents. (2) To study the extent of exposure of the respondents to mass media that is newspaper, radio and television. (3) To understand as to how far the respondents utilize and benefits from media in their day to day life. (4) To analyze as to how far the media has affected respondent's social life that is relation with in family members, neighbourhoods and relation among different castes. (5) To study the impact of mass media programmes on family welfare, health, agriculture and politics.

Our present field of research comprised of all talukas of Gulabraga district. We have selected these talukas on basis of high literacy rate or high concentration of GM and scheduled castes population. The universe of our study is scheduled castes and GM population from four selected talukas of Gulbarga district. After having the lists of scheduled castes households from each village, we by simple random sampling selected 50 percent of the respondent's from each villages. The total selected respondents were 362 from the universe. The data for the present study were collected through interview schedule.

6.2 Findings:

The next chapter deals with data analysis based on the objectives of the present study. Out of total 362 respondents, 45.3 percent are GM, 24.0 percent SC, 21.5 percent OBC, 8.0 percent ST and 1.1 percent Others. Majority of respondents that is 72.9 percent are manual labourers, 11.0 are in Government jobs and 6.3 percent are doing business. Regarding the income of respondents are concerned 67.6 percent
belong to income category below 25000 and only 2.2 percent belong to income category between 35000-45000. Majority of the respondents that is 84.8 percent belong to nuclear family as compared to 15.1 percent in Joint family 47.5 percent of the scheduled caste respondents passed cycle while 41.4 percent have scooter/motor cycle and only 1.3 percent car. Nearly 32.3 percent respondents were in the age groups between 36 to 45 and only 5.8 percent were above 66 of age.

Regarding the extent of exposure of the respondents to mass media, we found that 11.6 percent respondents read newspaper at home as compared to reading at shop, neighbourhood, and community caste and panchyat office. Majority of respondents reads newspaper rarely and the language preferred is Hindi 11.6 percent respondents read newspaper daily. As for radio is conceived, 16.1 percent own radio and 83.9 percent listen to radio but do not it. Majority of respondent's listen to radio at night as compared to morning and afternoon. The most preferred radio programme listened by the respondents are news and current affairs, songs, legal knowledge about scheduled caste and health and hygiene. When we enquired the time spent on watching television, we found that 25.4 percent watch television between two to four hours in a day and nearly 14.3 percent watch for more than six hours. The most preferred time of watching television is night as compared to late night, afternoon, evening and morning respectively. Finally, when we asked about watching of preferred television programmes, we found that majority of respondents that is 29.0 percent watch news and current affairs programmes as compared to television serials, films, sport/live telecast sports, songs and health and hygiene.

In this part we try to understand as to how far the respondents utilize and benefit from mass media in day to life. We found that majority of the respondents
watch television because it gives most complete news coverage and most of them who think that television present news most intelligently. When we enquired about improvement in awareness and knowledge through newspapers, we found that 43.2 percent respondents think that there is improvement in general awareness and knowledge 15.1 percent utilize newspapers for matrimonial purpose 43.5 percent respondents are of the view that newspapers give local information and knowledge.

But 7.7 percent respondents think that radio also give information and knowledge about local area. Only 6.7 percent respondents listen to news and development programmes on radio. Nearly 71.7 percent respondents watch various entertainment programmes on television. When enquired about purpose of watching television, we found that 45.5 percent of the respondents want to watch television because they fell better and general knowledge, 20.7 watch television for passing time. Majority of scheduled caste respondents that is 93.9 think that after exposure to television they noticed change in their life. Further 48.3 percent respondents notice change in attitude 23.4 percent in behavior and 12.9 percent respondents notice change in social values in their village. Nearly 50.5 percent respondents got information and knowledge about goods and products after the watching television. Majority of respondents discuss the topics with their family members after watching television.

About 78.7 percent felt that television has brought about positive changes in their life. Interestingly, 29.5 percent respondents think that television has promoted foreign culture as compared to newspapers and radio respondents are of the opinion that mass media expose social problem and evils of the country.
Regarding the social impact of mass media on the scheduled caste, we found that 38.9 percent of the respondents preferred to watch television with their family members as compared to watching television with their wife and all alone.

Interestingly, 73.2 percent felt that watching of television together has improved good relation among family members. Nearly 82.8 percent of scheduled caste respondents felt that social visit have increased after the exposure to television.

Moreover, 71.2 percent of the neighbour were motivated to perform common activities for the neighbour.

When asked about role of television in promotion of inter-caste marriage, Nearly 75.0 percent said that television promote inter-caste marriage. Majority of respondents think that media has narrowed the gap between castes in the village. 38.1 percent respondents think that mass media can create feeling brotherhood between high caste and schedule caste 64.6 percent of respondents has become caste conscious after the exposure to mass media. When asked about the objective reporting of media, we found that about 70.0 percent said that media objectively report the problems and atrocities faced by the scheduled caste. Moreover, 63.8 percent respondents think that television report more objectively the problems and atrocities found by scheduled caste as compared to newspapers and radio respondents. Finding about 80.0 respondents also felt that mass media acts as pressure group in highlighting the crime against scheduled castes.

In the last part, we study the impact of media on family welfare, health, agriculture and politics. We found that 56.6 percent of the respondents pointed out they recored information about development programmes health, family welfare and
agriculture problems through television as compared to newspapers and radio. Moreover nearly 80, 0 percent respondents are and exposed to health and family welfare programme through media. The study also reveals that 93.6 respondents got information and knowledge about different types of facilities available by the government, NGO and private, through television as compared to newspapers with 57.3 percent and radio with 7.7 percent respondents. Among the awareness of existing facilities are conceived they knew about dispensary, health care (PHC), hospital mobile health, qualified practitioners etc. through watch television than newspaper and radio. Moreover, the respondents know about fever, women disease, family planning method, nutritional diet etc. Finely majority of the respondents got information knowledge about election, voter card political polices, political leader and ration card, the majority of the respondents got from television, sarpanch, newspapers and radio respondents. Further, when we asked about the watching of national programme on television can promote national unity, 64.6 percent of the respondents said that television can promote national unity.

6.3 Implication and suggestion

It is seem that how different social class within scheduled caste reflect opinion about mass media and its impact on their life Since very studies have been conducted to study the impact of mass media on GM and scheduled caste therefore this study is a comprehensive and exploratory in nature hence on the basis of our experience from the present study, We suggest that a comparative study on different mass media can be done in future secondary, a study on the impact of mass media on different caste in relation to scheduled caste can be taken. Finally, a study may also take on media regarding political socialization among scheduled caste.
Social awareness that we should know what is socially acceptable from us in society and we should act in that manner. Mass media has a prominent role to play in modern society. It can bring about radical changes and improve social situation as it.

Suggestions

1. Main role of the mass media is to act as a bridge between the people and society. Mass media can help in changing the society and can bring positive social change also negative. We have to use mass media in proper way.
2. The types of video games being played are also violent, so we should avoid it.
3. Mass media has surely influenced urban people. The essay would be an analysis of its influence in rural pockets on rustic minds.
4. Has mass media curbed violence or aggravated it? This is an exciting topic which is likely to invite contrasting opinions.
5. Media is powerful and so must stick to pre-set limits. How should mass media set its parameters would be great subject for essay.

The essay topic would probe into the powers of mass media and decide whether those power are logical.

1. The role of mass media in women’s liberation movement – It needs accepting that mass media has contributed to the liberation of women. A comment is on the cards.

Has mass media turned females from people into anatomies? Has mass media objectified women and degraded their status? A resounding essay topic. The topic would be a commentary on whether mass media be allowed to spill its effects into politics and legislation.