Chapter- VIII

SUMMARY AND CONCLUSION

The key findings on social background, mass media habits, gender awareness and mass media exposure, mass media and gender empowerment awareness of the respondents in respect of the study area of the Assam University Silchar may be summarized as follows:-

Social Background

1. Regarding sex representation, equal emphasis in the distribution of both the gender is given with 50 percent male and 50 percent female respondents.

2. In respect of age group majority (96.44 percent) of the respondents belong to the category of 21-25 age groups and regarding marital status of the respondents 98 percent of the respondents are unmarried.

3. Regarding religion, majority (85.56 percent) of the respondents profess Hinduism and concerning the caste of the respondents majority (26 percent) of the respondents are Hindu kayastha which is followed by others castes or communities such as Tribal, Hiraka and Ahom with 16 percent.

4. In terms of social categorisation more than half (57.11 percent) of the respondents belong to the General Category.

5. Regarding the mother tongue, majority (65.34 percent) of the respondents speak Bengali as their mother tongue, followed by Assamese with 11.78 percent.

6. As for other languages known by the respondents, majority (57.78 percent) of the respondents knows Bengali, Hindi and English.

7. In terms of class status majority of the respondents belong to middle class with 38.22 percent and followed by 24 percent in Upper middle class.

8. 100 percent of the respondent’s parents are educated. And majority (40 percent) of the respondents’ fathers is business men, followed by employee in government and
private sector with 33.11 percent. Most the respondents’ mother is housewife with 74.22 percent.

9. Most of the families are nuclear with 74.67 percent and the families are small in size with 1-5 members.

10. Most of the respondents belongs to Assam with 75.78 percent, followed by other states such as West Bengal (8.44 percent), Manipur (8 percent), Arunachal Pradesh, Tripura, Meghalaya, Nagaland, Sikkim and Mizoram, then there are other Indian states also such as Bihar and Rajasthan and also from Burma, our neighbouring country.

11. Most of the respondents reside in Assam since birth with 65.11 percent. Majority i.e. 44.89 percent of the respondents are in Assam for 3 to 4 generation.

12. Most of the respondents have house in Silchar town with 56.22 percent. Most of the respondents also do not possess domestic animals for their living.

13. Regarding the source of drinking water 60 percent use supply water. Majority i.e. 87.55 percent of the respondents use LPG gas cylinders as cooking fuel.

14. Only 15.33 percent of the respondents do not have bank account while most of the respondents have bank account with majority (40.89) holding account in SBI Bank. Majority (77.78 percent) of the respondents do not have post office account. Majority (34.44 percent) of the respondents has very high consumption pattern.

15. Most of the respondents go for marketing daily with 28.67 percent, followed by 26 percent once in a week, 23.56 percent on alternate days. For medical treatment 66.22 percent visits private clinic or nursing home.

16. Regarding the knowledge of the respondents on the political elites, the name of five persons has emerged whose ratings are maximum: Susmita Dev (11.78 percent), Santosh Mohan Dev (7.33 percent), Rumi Nath (5.33 percent), Rajdeep Roy (3.33 percent), Bithika Dev (3.11 percent). While 53.56 percent are not aware of any political elites. Regarding Social elite, the name of four persons has emerged whose ratings maximum are: Susmita Dev (4.89 percent), Santosh Mohan Dev (3.11 percent).
percent), Rumi Nath and Gautam Roy (2 percent each). 76.89 percent of the respondents are not aware of any social elites.

17. Regarding awareness of any NGOs participating actively in the socio cultural activities of women, majority (78.44 percent) are unaware about the existence of such NGOS. While similarly on government agencies dealing with women welfare and empowerment, majority (87.78 percent) of the respondents are unaware of any such government agencies.

Mass Media Exposure of the Male Respondents

1. Majority i.e. 88.44 percent of the male respondents subscribe newspaper. The English national daily, The Telegraph is the most read newspaper with 27.56 percent followed by the local English daily, The Assam Tribune with 27.11 percent readership. Regarding Bengali daily, Anand Bazar Patrik is the most read with 25.33 percent readership. Majority (56.89 percent) of the male respondents read newspaper daily and 44.44 percent read newspaper for half an hour. As far as preferred content in the newspaper is concerned, interestingly majority (58.22 percent) of the respondents prefer reading advertisements, followed by zodiac sign 41.78 percent and current affairs with 38.67 percent. Exposure of the male respondents in terms of reading any news articles, columns, advertisements on women welfare as well as women empowerment in the newspapers only 35.56 percent have come across with such stories.

2. In terms of the magazine reading habits of the respondents, majority (84.44 percent) of the respondents read magazine. India Today is the most preferred magazine by the respondents with 32.89 percent, followed by Sananda, a Bengali magazine with 21.33 percent, Sports World with 17.33 percent, Outlook 14.22 percent. Regarding the frequency of reading magazine majority (37.33 percent) of the respondents read magazine weekly and 24.89 percent monthly. On the basis of the time spent on reading magazine, that majority (30.22 percent) of the male respondents read for less than one hour. Regarding preferred content in the magazine by the male respondents, sports is the most preferred one with 47.11 percent, followed by news item with 44.89 percent, employment news with 33.33 percent. Exposure of the male respondents in terms of reading any news articles, columns, advertisements on women welfare as well as
women empowerment in the magazines only 31.11 percent respondents have come across with such stories.

3. Only 37.78 percent of the male respondents have radio set but in terms of radio listening habit, only 27.56 percent listen radio that also majority (16.44 percent) listen for less than one hour. The type of programmes mostly listened in the radio is news, followed by film songs, plays and sports or commentaries. Majority of the respondents listen AIR Silchar with 15.56 percent, followed by AIR Guwahati with 12.89 percent. Regarding exposure of the male respondents only 10.67 percent have heard news, advertisement or programmes on women welfare or women empowerment in the radio.

4. 97.78 percent of the respondents have TV sets. In terms of the frequency of watching TV in a week, majority (60 percent) watch TV daily or regularly in a week, followed by 10.22 percent for 5 to 6 days. Majority (49.33 percent) of the male respondents watch TV for one to two hours a day and most of the respondent with 47.11 percent do not have fixed schedule for watching TV. Majority i.e. 81.33 percent watch television at home. Regarding the type of programme most preferred by the male respondents, is music (65.33 percent) followed by sports (61.78 percent), news (45.33 percent) and feature films (34.22 percent).

5. With respect to film watching habit, 95.56 percent of the male respondents watch films. Majority (88.89 percent) of the male respondents watch films at home. Majority (28 percent) of the respondents has watched more than three films in the last week. Regarding the type of films most watched by the respondents, majority (64.44 percent) of the respondents prefer watching romantic films, followed by action films 36.44 percent and adult films 34.22 percent. The language preferred for the film is mostly in Hindi (75.11 percent), followed by English (48.44 percent), Bengali (40.89 percent), Manipuri (6.22 percent) and a minimal percentage also prefer watching Assamese (1.78 percent), Tamil and Korean (3.11 percent) films.

6. Regarding the level of digital literacy only 1.78 percent of the male respondents do not have digital literacy, while most of the male respondent has gained digital literacy through personal experience (66.22 percent). Most of the male respondents use internet with 92.89 percent. Majority i.e. 63.56 percent of the respondents have
computer at home and use internet at home, followed by cyber café (21.78 percent), Assam University Campus (7.56 percent), thus the majority of the male respondents are exposed to internet and computer. The purpose of using internet is mainly education and entertainment together (31.11 percent), followed by only education (27.11 percent). In terms of frequency of using internet per day, only 0.44 percent respondents do not use internet per day while majority (30.22 percent) of the respondents use internet for one hour, followed by two hours (15.11 percent) and for more than four hours (12.89 percent). The preferred websites by the respondents are mainly Google (63.56 percent), Facebook (22.67 percent) and Wikipedia (22.22 percent), thus internet is used not only for education but entertainment purpose through social networking sites such as Facebook, Orkut then through other sites such as Youtube and songs,p.k.com for downloading videos and songs. Exposure of the male respondents in terms of receiving email or information on women welfare as well as women empowerment through the internet only 12.44 percent have received such information on internet.

7. Regarding exposure to outdoor media and exposure to banners and hoardings display in fair, 86.22 percent of the respondents have visited fair and only 28.89 percent respondents have come across such banners, hoardings and wall paintings on women welfare and empowerment.

8. In terms of the type of traditional Media existing in their families, 24.89 percent of the respondents’ families are not associated with any form of traditional media. While Lokgeet is the most popular form of traditional media among the male respondents with 23.11 percent, followed by Kirtan with 22.67 percent, Dhamail with 21.78 percent, Manosha Mangal 13.33 percent, Bishnu Katha 5.78 percent, Bihu with 4 percent.

9. The popularity of the traditional media among the respondents appears to be very low as a few of them has participated, observed or have personally experience any form of traditional media. Most of the respondents have attended speech with 55.56 percent, followed by meeting with 49.78 percent and kirtan (40 percent). In terms of exposure of the male respondents through the different forms of traditional media regarding women welfare and empowerment, most of the respondents have not come across with such themes in any form of the media such as street play, puppet show, rasleela,
meeting, kirtan and speech. Though only 31.11 percent has come across such themes in speech followed by meeting (30.67 percent).

**Mass Media Exposure of the Female respondents**

1. Majority i.e. 88.44 percent of the female respondents subscribe newspaper. Like the male respondents, The English national daily, The Telegraph is the most read newspaper with 28 percent followed by a slight difference in the readership of the local English daily, The Assam Tribune with 26.11 percent. Regarding Bengali daily, Anand Bazar Patrik is the most read newspaper with 23.11 percent readership. Majority (55.56 percent) of the female respondents read newspapers daily and 57.33 percent read newspaper for half an hour. As far as preferred content in the newspaper is concerned, majority (50.67 percent) of the female respondents prefers reading current affairs, followed by reader’s columns or letters to the editor (40.44 percent), cinema (38.67 percent). Exposure of the female respondents in terms of reading any news articles, columns, advertisements on women welfare or women empowerment in the newspapers only 24.89 percent has come across with such stories.

2. In terms of the magazine reading habits of the respondents, majority (86.44 percent) of the respondents read magazine. India Today is the most preferred magazine by the respondents with 32.44 percent, followed by Outlook (28 percent) and Competition Success Review (24.89 percent). Regarding the frequency of reading magazine majority (38.22 percent) of the respondents read magazine weekly and 24.89 percent monthly. On the basis of the time spent on reading magazines, that majority (31.11 percent) of the female respondents read for one hour. Regarding preferred content in the magazine by the female respondents, employment news is the most preferred one with 41.78 percent, followed by stories with 40 percent and advertisements 34.67 percent. Exposure of the female respondents in terms of reading any news articles, columns, advertisements on women welfare or women empowerment in the magazines only 29.33 percent respondents have come across with such stories.

3. Only 32 percent of the female respondents have radio set but in terms of radio listening habit, only 28 percent listen radio that also majority (18.22 percent) listen for less than one hour. The type of programmes mostly listened in the radio is film songs, followed by news and sports or commentary. Majority of the respondents listen AIR
Silchar with 12.89 percent, followed by AIR Guwahati with 11.11 percent. Regarding exposure of the female respondents only 8.44 percent have heard news, advertisements or programmes on women welfare or women empowerment in the radio.

4. 99.11 percent of the respondents have TV sets. In terms of the frequency of watching TV in a week, majority (62.22 percent) watch TV daily or regularly in a week. Majority (44.89 percent) of the male respondents watch TV for one to two hours a day and most of the respondent with 51.11 percent do not have fixed schedule for watching TV. Majority i.e. 88 percent watch television at home. Regarding the type of programme most preferred by the female respondents, is music (71.11 percent) followed by serials (48.89 percent), dance programmes (43.56 percent) and news (42.22 percent).

5. With respect to film watching habit, 99.56 percent of the female respondents watch films. Majority (94.67 percent) of the female respondents watch films at home. Majority (28.44 percent) of the female respondents have not watch single film in the last one week, followed by 27.11 percent more than three films. Regarding the type of films most watched by the respondents, majority (66.22 percent) of the respondents prefer watching romantic films, followed by art films 31.11 percent. The language preferred for the film is mostly in Hindi (72.44 percent), followed by English (57.33 percent), Bengali (27.56 percent), Manipuri (14.67 percent) and a minimal percentage also prefer watching Assamese (5.78 percent), Tamil and Korean (6.67 percent) films.

6. Regarding the level of digital literacy only 0.89 percent of the female respondents do not have digital literacy, while most of the female respondents have gained digital literacy through personal experience (54.22 percent). Most of the of the female respondents use internet with 94.67 percent. Majority i.e. 74.67 percent of the respondents have computer at home and use internet at home, followed by cyber café (16 percent), Assam University Campus (4 percent), thus the majority of the female respondents are exposed to internet and computer. The purpose of using internet is mainly education and entertainment together (51.56 percent), followed by only education (28.44 percent). In terms of frequency of using internet per day, only 3.11 percent respondents do not use internet per day while majority (28.89 percent) of the respondents use internet for one hour, followed by two hours (20 percent) and for more than four hours (15.11 percent). The preferred websites by the respondents are
mainly Google (57.78 percent), Wikipedia (34.22 percent), and Facebook (33.33 percent), thus internet is used not only for education but entertainment purpose through social networking sites such as Facebook, Orkut then through other sites such as Youtube and songs, p.k.com for downloading videos and songs. Exposure of the female respondents in terms of receiving email or information on women welfare or women empowerment through the internet only 8.89 percent have received such information on internet.

7. Regarding exposure to outdoor media and exposure to banners and hoardings display in fair, 85.78 percent of the respondents have visited fair and only 27.11 percent respondents have come across with such banners, hoardings and wall paintings on women welfare and empowerment.

8. In terms of the type of traditional media existing in their families, 29.78 percent of the respondents’ families are not associated with any form of traditional media. While Dhamail is popular among 25.33 percent female respondents’ family, followed by Kirtan with 24.89 percent, Lokgeet 20.44 percent, Bihu 16.44 percent.

9. The popularity of the traditional media among the respondents appears to be very low as a few of them have participated, observed or have personally experienced any form of traditional media. Most of the respondents have attended speech with 59.56 percent, followed by meeting with 48.44 percent and kirtan 41.33 percent. In terms of exposure of the respondents through the different forms of traditional media regarding women welfare and empowerment, majority of the respondents have not come across with such themes in any form of the media such as street play, puppet show, rasleela, meeting, kirtan and speech. Though only 42.67 percent of the respondents have come across such themes in speech followed by meeting (28.44 percent).

**Mass Media Exposure and Gender Awareness**

1. Majority (53.33 percent) of the respondents discuss about gender issues. Among them most of the respondents discuss about gender inequality with 14 percent, followed by 13.11 percent on women rights, 9.78 percent on women discrimination, other gender issues such as women trafficking and child marriage with 8.89 percent. Majority (29.78 percent) of the respondents discusses sometimes about gender issues, followed
about 10.89 percent discuss about gender issues rarely and 46.67 percent do not discuss about gender issues and the main reason for not discussing is that they don’t have interest.

2. Only 34.67 percent of the respondents have attended gender awareness programmes organised by the Department or the University especially in the form of debate with 31.03 percent. 100 percent of the respondents has not undergone through any training or campaign on Gender awareness organized by the department or university.

3. In terms of the role of mass media in solving gender problems and injustices, majority (85.56 percent) of the respondents finds media help in solving gender problems and injustices. Regarding the role of mass media in various aspects related to gender issues. Majority (61.33 percent) of the respondents said mass media inspire, aware and promote knowledge on right to education for children, followed by 60.22 percent each said on social issues and education and 57.11 percent on health care.

4. In terms of assessing the knowledge of the respondents regarding constitutional rights, privileges, committees and conventions which safeguards the rights of the human being and facilitates gender equality, peace, development, women participation, equality, empowerment, 17.33 percent of the respondent did not responded. While majority (52 percent) know about Universal Adults Suffrage, 44.22 percent on National Literacy mission, 42.22 percent on UN Charter and Universal Declaration of Human Rights, 42 percent on National Commission for women, 41.78 percent know about constitutional provisions for women and38.44 percent on the Convention against Torture (1984).

5. While assessing the qualitative opinion on the presentation of the women through media, 72.44 percent of the respondents opines that media gives a proper presentation of the women. 68.22 percent of the respondents think that mass media promotes programmes/ news item or news items on women empowerment and nari sakti. 75.11 percent of the respondents think they have acquired knowledge from the mass media programmes or news items on gender issues.

6. Similarly, 81.56 percent of the respondents think that mass media affects and influence the socio-cultural life of the masses while 81.11 percent of the respondents think mass
media promotes gender awareness. In terms of qualitative opinion on the role of mass media in promoting gender awareness on the various gender issues through mass media programmes, 63.11 percent of the respondent mass media helps in promoting enhancement in education of both the male and female child. 51.11 percent reveals, mass media spreads the message for the use of contraceptive, family planning and fewer children in family. 50.44 percent said media helps in the promotion of the increase in marriage age of girl child, followed by 47.78 percent for health, child care, mother-rearing, nurturing.

7. In terms of the degree of opinion, majority (30 percent) thinks mass media has been to an average i.e. to some extent helpful in removing the gap between masculine and feminine gender, followed by 26 percent to a great extent and 18 percent thinks it has not at all been helpful in removing the gap. Similarly, in terms of the degree of opinion to what extent mass media is helpful in solving gender discrimination, majority (32 percent) of the respondent thinks mass media has been to a great extent helpful in solving gender discrimination, 28 percent thinks it has done average, 16 percent thinks it has not at all been helpful in solving gender discrimination.

8. In terms of assessing the effectiveness of mass media exposure of the respondents on the awareness of gender injustices, women welfare and empowerment through mass media programmes in the form of serials, films, news, documentaries, talk shows, advertisements, features/editorials of the newspapers and magazines, books, banners, hoardings and pamphlets, it is found that regarding dowry, child marriages, widowhood and desertion majority (32 percent) of the respondents saw films more than serials with 26.44 percent against such theme in TV. Majority saw such themes in TV in the form of news (24.89 percent) and talk shows (7.78 percent). Books play an important role with 14.67 percent. Regarding Foeticide, infant mortality, majority (16.44 percent) of the respondents saw serials against this theme more than films. Regarding advertisements, majority (25.11 percent) saw in TV. Regarding news, 8 percent saw in TV followed by newspapers with 6.89 percent; regarding talk shows, majority (6 percent) heard in radio and 6.22 percent read in features/editorials of newspapers. Concerning girls married after 18 years, majority (20.89 percent) of the respondents saw more serials about the theme rather than films in TV, majority (20.22 percent) saw in TV advertisements, followed by 13.56 percent saw in TV news.
Regarding fewer children in family, majority (13.78 percent) of the respondents saw serials on this theme, rather than films in TV. Majority (26.67 percent) saw advertisements in TV; radio talk shows is more popular rather than TV; features/editorials in magazines is more popular than in newspapers and 16 percent read in books. Programmes on education of both the male and female child equally, majority (11.56 percent) of the respondent saw more serials on this theme rather than films, majority 14.67 percent saw advertisement in TV. Regarding news, 11.78 percent saw in TV; majority (10.22 percent) heard in TV talk shows; features/editorials in magazines is more popular than in newspapers; and 9.33 percent read in books. More working women in a family majority (12.44 percent) of the respondents saw serial in support of the theme in TV. Regarding advertisements, most of them saw in TV. Majority (4.2 percent) saw in TV news; similarly, majority (4.67 percent) saw in TV talk shows; 12.56 percent read in books and 11.56 percent through internet.

While only 2.4 percent did not responded nor could recall about the gender injustices, women welfare and empowerment. 23.3 percent of the respondents find that the mass media programmes on the gender injustices, women welfare and empowerment are not beneficial, whereas 51.33 percent finds the programmes to be topic of discussion, 38.67 percent promoting knowledge and Information, 36.67 percent said it motivates for further study. Thus, TV is the most popular medium of mass media and TV advertisement, followed by TV serial and TV news is the most seen item that spread gender awareness programmes, followed by books, pamphlets, hoardings, banners, etc., then TV talk shows and features/editorials of magazines.

10. In terms of assessing the effectiveness of mass media exposure of the respondents on the awareness of health and hygiene programmes through mass media programmes in the form of serials, films, news, documentaries, talk shows, advertisements, features/editorials of the newspapers and magazines, books, banners, hoardings and pamphlets, it is found that regarding Family Planning, majority (48.44 percent) of the respondents saw advertisements in TV, followed by 14.89 percent read in newspaper;12.22 percent also saw such themes in TV serial about this theme. Regarding talk show, majority (9.33 percent) saw in TV followed by radio; even regarding documentary, majority (8.89 percent) saw in TV, majority (9.78 percent) of the respondents read in books, pamphlets, hoardings, banners, etc. Regarding choice
of contraceptive, majority (70.67 percent) of the respondents saw in TV advertisement on such themes, followed by newspaper. Regarding talk show, 5.11 percent saw in TV. For health care, majority (57.11 percent) of the respondents saw advertisements in TV on such themes. Regarding talk shows, majority (10.44 percent) of the respondents saw in TV. Regarding documentaries, majority (5.33 percent) saw in TV. Regarding features/ editorials, 8.67 percent read in magazines followed by 6.22 percent in newspaper and 9.11 percent in books, pamphlets, hoardings, banners, etc. Regarding child care, majority (54 percent) of the respondents saw advertisements in TV on such theme; regarding talk shows, 5.11 percent heard in radio and 5.11 percent read in books, pamphlets, hoardings, banners, etc. Regarding vaccination / pulse polio, majority (70.22 percent) saw advertisement on TV on such theme and 11.56 percent went through books, pamphlets, hoardings, banners, etc. Regarding nutrition, majority (41.3 percent) saw TV advertisements on such theme, followed by newspaper. 12.67 percent saw in TV talk shows; most of them also saw these themes in features/ editorials of magazine and 12.44 percent in books, pamphlets, hoardings, banners, etc. Among mass media programmes items such as advertisements, documentaries and talk shows is quiet popular in TV along with features or editorials and books, pamphlets, hoardings, banners, etc. Regarding safe drinking water, majority (59.56 percent) of the respondents saw advertisements on TV on such theme; regarding talk show, majority (5.78 percent) heard in radio; and 12.44 percent found in books, pamphlets, hoardings, banners, etc. Regarding sanitation, majority (53.56 percent) of the respondents saw advertisements on TV. Regarding talk shows, majority (10 percent) saw in TV followed by radio; and 11.1 percent read in books, pamphlets, hoardings, banners, etc. Regarding NRHM, majority (53.78 percent) of the respondents saw advertisements on TV on such theme, followed by 26.22 percent in newspaper advertisements and 9.33 percent saw in pamphlets, hoardings, banners, etc.

8.89 percent of the respondents find that the programmes on the health and hygiene are not beneficial, whereas 60.67 percent finds the programmes promoting knowledge and Information, 54 percent finds media promoting social status and participation, 45.33 percent revealed the programmes brings colours to life. Thus the response from the above themes shows, TV is a popular mass media among the post graduate youths. Advertisement is a popular item of that spread gender awareness,
followed by radio documentary, TV talk show and books, pamphlets, hoardings, banner, etc.

11. In order to assess the effectiveness of mass media exposure of the respondents on the awareness of education, regarding Sarva Shiksha Abhiyan (National mission/Literacy campaign): majority (52 percent) of the respondents saw advertisements on TV on such theme followed by newspapers; regarding news, majority (10.67 percent) of the respondents saw in TV; regarding talk shows, majority (12.67 percent) saw in TV; regarding features editorials, majority (7.56 percent) of the respondents saw in magazines. Regarding adult education, majority (26 percent) of the respondent saw on adult education in serials rather than in films; regarding advertisements, majority (35.33 percent) saw in TV followed by newspaper with 10 percent. Regarding news, majority (16.67 percent) saw in TV. Regarding documentaries and talk shows, most of the respondents saw in TV; and 40 percent saw and read in books, pamphlets, hoardings, banners, etc. Regarding Kasturba Gandhi Balika Vidyalaya, majority (4 percent each) saw in TV and newspaper ad; and 40 percent read in books, pamphlets, hoardings, banners, etc. Regarding Rajiv Gandhi National Fellowship scheme, Maulana Azad Education foundation, majority (36 percent) saw in newspaper ad; Regarding news, majority (8 percent) saw in the newspaper; 3.33 percent found in features/ editorials of newspaper; and 13.56 percent read in books, pamphlets, hoardings, banner, etc. Regarding Pre-metric and Post metric scholarships for OBCs, Schemes of post matric scholarships for ST/SC students, as for advertisement, majority (22.67 percent) saw in newspaper, while by TV only 2.67 percent; regarding news, majority (8 percent) saw in the newspapers. And 14 percent through books, pamphlets, hoardings, banners, etc. Regarding national Overseas scheme for ST, Condensed Courses of Education of women, regarding advertisement, majority (11.33 percent) saw in newspaper and 10.67 percent found in books, pamphlets, hoardings, banner, etc. Regarding right to education, majority (14.67 percent) of the respondent saw this theme in serials; regarding advertisement, majority (28 percent) saw in TV, 11 percent in newspaper; Regarding news, most of the respondents saw in newspapers, followed by magazines, 5.33 percent heard in radio; Regarding talk shows, most of them saw in TV; similarly for documentaries,
mostly saw in TV and majority (13.56 percent) in books, pamphlets, hoardings, banners, etc.

While 0.44 percent could not recall about any such programmes. It is found that, 7.56 percent of the respondents find that the programmes on the education are not beneficial, whereas 55.3 percent finds the programmes promoting knowledge and Information, 43.3 percent revealed that the programmes add colours to life, 40.67 percent finds media promotes social status and Participation. Thus it is clear from the above themes in education that, majority of the respondents are aware about the gender awareness through TV advertisements, followed by newspaper ad, TV Documentary, radio talk shows it is also found that most of the post graduate youths are exposed to gender awareness on education through books, pamphlets, hoardings, banners.

12. In order to assess the effectiveness of mass media exposure of the respondents on the awareness of women development, Regarding child welfare protection act 2000, majority (53.3 percent) saw in TV advertisements, followed by ads in newspapers; regarding news, majority saw in TV, similarly for documentaries most of the respondents saw in TV and 25.3 percent went through in books, pamphlets, hoardings, banners, etc. Regarding Swayamsidha / Swadhar majority saw in TV advertisement on this theme. Regarding short stay home, majority (6 percent) came across this theme in TV serials. Regarding family counseling centers majority (23.3 percent) have come across with this theme in serials rather than films. Regarding working women’s hostel, most of the respondents saw this theme in serials and in films equally, and followed by TV advertisements. Regarding prevention of child marriage, majority (32 percent) saw in TV serials. In case of advertisements, majority saw in TV, followed by newspapers and radio. In case of news, most of them saw in TV followed by in newspaper. Majority (36.67 percent) from books, pamphlets, hoardings, banners, etc. Regarding minister’s new 15- Points Programme for the welfare of minorities, most of the respondents have come across such themes in TV news followed by TV advertisements.

Only 6.67 percent respondents could not recall about any programmes on the above themes. Whereas 47.33 percent finds the programmes promoting knowledge and information, 41.33 percent motivation for further study, 40 percent for social status
and Participation, 32.67 percent inspiring. Thus, TV advertisements is the most popular medium of mass media exposure for spreading gender awareness of women development followed by TV serials, newspaper ads, then news in both TV and newspaper and also from books, pamphlets, hoardings, banners, etc.

13. While assessing the effectiveness of mass media exposure of the respondents on the awareness of women participation in politics, regarding reservation of the seats for women in Panchayat, assembly and parliament elections majority (34 percent) of the respondents saw this theme in serials. Regarding news, majority (42 percent) saw in the TV, followed by newspaper (40.67 percent) and radio (14 percent). Regarding talk shows, many respondents saw in TV, followed by radio. In terms of women property rights regarding news, 30.67 percent saw in TV. Many respondents with 26.67 percent also saw in TV serials; then 19.33 percent in books, pamphlets, hoardings, banners, etc. and 16 percent even in TV advertisements. Regarding women in legal rights and privileges, majority (20 percent) saw in serials more than films with 12.67 percent; regarding advertisements, majority saw in TV; regarding news, majority (26.67 percent) saw in TV, followed by 16.67 percent in newspapers and 21.3 percent saw in books, pamphlets, hoardings, banners, etc. 2.67 percent respondents could not recall about any such programmes on the above themes. While 36.67 percent finds the programmes inspiring, 34.67 percent motivation for further studies, 32.67 percent finds media promotes social status and participation. Thus, TV serial is the most popular medium of mass medium exposure of the respondents on the awareness of participation of women in politics, followed by TV news and books, pamphlets, hoardings, banners, etc.

14. In terms of assessing the effectiveness of mass media exposure of the respondents on the awareness of some of the crucial social issues, regarding domestic violence, majority of the respondents saw these themes in films followed by serials; regarding news, majority saw in TV, followed by newspaper, radio. Most of their respondents also went through in TV talk shows, features/ editorials in magazines and in books, pamphlets, hoardings, banners, etc. Regarding rape, majority (46.67 percent) saw this theme in films more than in serials; regarding news, majority (58.67 percent) saw in TV, followed by in newspapers; regarding features/ editorials, majority (9.33 percent)
saw in magazines and 17.33 percent saw in books, pamphlets, hoardings, banners, etc. **Regarding Honour killing**, majority (31.3 percent) saw in TV news followed by newspaper news. 18 percent respondents have seen in TV serials followed by films, then in feature/editorials of magazines and 8.44 percent in books, pamphlets, hoardings, banners, etc. **Regarding Female prostitution, women trafficking**, majority (45.3 percent) saw theme in films followed by serials; regarding news, majority (68 percent) saw in TV, followed by newspaper (29 percent) and then radio. 9.33 percent respondents went through in TV talk shows, followed by TV documentary, feature/editorials of magazines and in books, pamphlets, hoardings, banners, etc. **Regarding Gender empowerment**, majority (28 percent) saw in serials more than in films; regarding news, majority (26 percent) respondents saw in TV, followed by newspapers. Regarding advertisements, majority (22.67 percent) saw in TV, followed by each in newspaper and magazine. A good number of respondents also went through in TV talk show, TV documentary, in features/editorials of magazines and in books, pamphlets, hoardings, banner, etc. **Regarding Women and human rights**, majority of the respondents saw in TV news followed by news in newspaper, then in TV serials (14.67 percent). A good number also went through in TV talk show (9.3 percent), TV documentary (9.3 percent) followed by radio documentary and 24 percent also found in books, pamphlets, hoardings, banner, etc. **Regarding Gender inequality**, in case of news, majority (30 percent) of the respondents saw in TV, followed by newspaper; and 21.3 percent each also went through serials and books, pamphlets, hoardings, banner, etc. A good percent also went through in TV talk show and TV documentary. **Regarding Gender participation**, majority (22 percent) saw this theme in films followed by TV serials; regarding talk shows, most of them saw in TV and 30 percent in books, pamphlets, hoardings, banners, etc., many respondents also saw in TV news followed by news in newspapers. **Regarding Gender budgeting**, majority (24 percent) saw in TV news. **Regarding Gender equality**, majority of the respondents are aware through books, pamphlets, hoardings, banner, etc., then TV serials followed by films, many respondents also went through news, mostly in TV followed by newspaper, then TV advertisements and TV talk show. Regarding **Gender justice**, majority (22 percent) of the respondents read in books, pamphlets, hoardings, banners, etc, followed by TV news (20.67 percent), TV advertisements and TV serials with 18.67 percent each. **Regarding Women as sex**
object, most of the respondents saw in TV advertisements, a minimum percentage also saw in features/editorials of magazines. Regarding Deteriorating widows conditions, majority (24 percent) saw in TV news followed by, news in newspapers, then in TV serials, followed by films, regarding documentaries, majority saw in TV and also in TV talk show. A good percentage also read in books, pamphlets, hoardings, banners, etc.

While 0.44 percent respondents did not recall any such programmes. But, 46.67 percent finds the media promotes social status and participation, 37.33 percent each finds the programme to be inspiring and promoting knowledge and Information. Thus, the majority of the respondents are aware of the gender issues through serials, films, talk show and documentary shown in TV and books, pamphlets, hoardings, banner, etc..

15. In terms of assessing the effectiveness of mass media exposure of the respondents on the awareness of Government schemes for economic development of gender, regarding National Backward Classes Finances and Development Corporation (NBCFDC), majority (26 percent) of the respondents saw in TV news, followed by 18.67 percent in newspapers. Regarding Reservation for ST/SC/OBC in Government Services, majority saw in news both in TV (66.67) and newspaper (50.67 percent). 31.3 percent in saw books, pamphlets, hoardings, banners, etc. A good percent also went through in Newspaper advertisements, TV talk show and features/editorials of newspapers. Regarding Welfare Measures for Minorities (National Commission for Minorities), majority saw in news both newspaper and TV. Regarding Widows and women with Disabilities Welfare, majority saw in TV news. Regarding Dhanlakshmi, Rastriya Mahila Kosh, only a few percent saw this theme that also in TV advertisement (14 percent); followed by TV news, (12.67 percent) read in TV. Regarding Family Pension, Old-Age Women Pension, majority saw in advertisements mainly in TV (42.67 percent) and newspaper (21.78). Regarding financial aid for women in agriculture, majority saw in TV advertisement (43.3 percent), followed by newspaper ads (18.67 percent). 2.67 percent respondents could not recall any such programmes.

While 44 percent of the respondents finds that the programmes on the government schemes for economic development of gender are not beneficial, and another 44
percent finds the programmes on the mass media promotes knowledge and Information. 40 percent finds media promotes social status and Participation. Thus, it is clear that majority of the respondents are exposed to government schemes for economic development of gender through news, mostly through TV, followed by newspaper, and also through advertisements both in TV and newspaper. Respondents are also exposed through TV talk shows, features/editorials in newspapers and books, pamphlets, hoardings, banners, etc.

16. In order to assess the effectiveness of mass media exposure of the respondents on the awareness of special economic schemes for women, regarding **Adhivashi Mahila Sashakti karan Yojana**, majority saw in TV news (11.1 percent), followed by TV advertisements (10.67 percent) on such theme. Regarding **Micro-credit schemes**, majority (15.11 percent) saw in TV advertisements on such theme followed by newspapers; and 10.44 percent in books, pamphlets, hoardings, banners, etc. Regarding **Assistance to voluntary organizations for welfare of OBCs**, most of the respondents saw in TV news, followed by TV advertisements.

2.44 percent respondents could not recall any such programmes. While 56.67 percent finds the programmes promoting knowledge and Information, 30 percent inspiring, 28 percent said motivation for further study. Thus, majority of the respondents saw TV news, followed by TV advertisements on special economic schemes for women, followed by newspaper ad, news in newspaper.

17. In terms of assessing the effectiveness of mass media exposure of the respondents on the awareness of special awards for more women participation, regarding **Stree Shakti Puraskar**, majority (5.78 percent) saw in TV news. Regarding **Devi Ahiliya Bai Holkar**, majority (5.33 percent) saw in TV news. Regarding **Kannagi**, 5.11 percent saw in award programmes shown in TV on such themes. Regarding **Mata Jijabai**, most of the respondents saw in TV news with 4.67 percent. Regarding **Rani Gaidenlou Zeliang**, majority (3.11 percent) of the respondents saw in TV news. Regarding **Rani Laxmibai**, majority (16.44 percent) of the respondents saw in TV serials, regarding award programmes majority (21.33 percent) saw in TV, and 11.56 percent saw in books, pamphlets, hoardings, banners, etc. And 47.56 percent respondent could not recall any such programmes.
While 42.67 percent finds the programmes to be inspiring, 35.33 percent topic of discussion, 25.33 percent finds promoting knowledge and Information. Thus, majority of the respondents are aware of the special awards for more women participation through news in TV, followed by TV award programmes, TV serials and through books, pamphlets, hoardings, banners, etc.

18. In terms of assessing the effectiveness of mass media exposure of the respondents on the awareness of central social welfare board schemes for gender development, regarding Promoting Social Welfare Activities for Women and Children, most of the respondents saw more in films rather than TV serials on such theme, regarding news, majority (18.44 percent) saw in TV followed by in newspaper; regarding talk show, majority (15.11 percent) saw in TV; regarding documentary, majority (14.67 percent) saw in TV; regarding features/editorials, majority read in magazines and 23.11 percent in books, pamphlets, hoardings, banner, etc. Regarding Welfare Programmes for Handicapped, majority saw in TV talk show (17.11 percent), followed by features/editorials in magazines (15.56 percent), then books, pamphlets, hoardings, banners, etc. (14.67 percent), TV ad (12.22 percent) and TV documentary (10.44 percent).

While 49.33 percent finds the programme to be inspiring, 40 percent finds promoting social status and participation, 36.67 percent entertaining, 32.67 percent promoting knowledge and information. Thus majority of the respondents are aware of central social welfare board schemes for gender development through TV talk show, through books, pamphlets, hoardings, banners, etc. and documentary both in radio and TV, a minimal percentage is also exposed through features/editorials in magazines and newspapers.
CONCLUSION

The aim of the present study is to assess the socio background of the respondents, patterns of mass media exposure of the respondents, the relationship between the social background and awareness about gender issues among the respondents, the relationship between social background and mass media exposure of the respondents and degree of awareness about gender issues through mass media among the post graduate students in Silchar.

It is revealed from the findings that majority of the respondents are from middle class and upper middle class family or from economically good background where education is there as the parents are educated, can afford supply water for drinking, have gas cylinders, don’t need domestic animals for livelihood, have bank accounts; their consumption pattern is also very high and visits private clinic or nursing home. Even there is gender development as most of the respondents both male and female belong to the age group 21-25 and majority (98 percent) of the respondents both male and female are unmarried and are still pursuing studies. The study have revealed that though the respondents are from good social background, the knowledge or awareness of the respondents on political and social elite of the Silchar is very low. The respondents are also very less aware on any NGOs participating actively in the socio cultural activities of women and government agencies dealing with women welfare and empowerment.

Regarding mass media exposure of the respondents it can be concluded that, both the male and female respondents subscribe newspaper and prefer reading English Daily regularly for half an hour. But unlike the male respondents, it is interesting that the female respondents prefer reading current affairs, followed by reader’s column or letters to the editors whereas male prefer advertisements and zodiac Sign. Again, in case of magazine reading habits, both the male and female respondents prefer reading mostly English magazine, India Today. But, unlike the male respondents who prefer reading about sports, the female respondents prefer reading employment news. Like male respondents, most of the female respondents do not have radio sets nor they listens radio, hence its popularity is very low. Mostly all the female respondents even more than male respondents watch TV for one to two hours without no fixed schedule and like male respondents prefer watching music channels most followed by serials. Regarding films, similarly like the males, most of female respondents watch films that also romantic films and Hindi is the preferred language of films followed by English.
Regarding digital literacy, female respondents are more exposed than the male respondents, only 0.89 percent of the female respondents do not have digital literacy whereas 1.78 percent male respondents do not have digital literacy. Female respondents even use slightly more computers and internet at home than the male respondents for education and entertainment both.

The study also revealed that both the male and female respondents are not connected to traditional mass media and the respondents have not much come across with themes on women welfare or empowerment in different mass media.

Regarding mass media exposure and gender awareness it can be concluded that, little more than the half of the respondents discuss about gender issues. While 46.67 percent do not discuss about gender issues as they don’t find interest. Very few respondents have attended gender awareness programmes. Most of the respondents find mass media help in solving gender problems and injustices.

While assessing the knowledge of the respondents regarding constitutional rights, privileges, committees and conventions which safeguards the rights of the human being and facilitates gender equality, peace, development, women participation, equality, empowerment, most of the respondents have such knowledge specially on Universal Adults Suffrage.

The study reveals that, though the respondents are from good social background, are economically sound and have exposure to mass media such as newspaper and TV, still their level of awareness on gender issues is to an average. It is not always through different mass media such as television, radio or newspaper but also through books, pamphlets, hoardings and banners which plays an important role in the awareness of the respondents. It is also revealed that, though the respondents frequently does internet still awareness on gender issues through internet is very less.

The study have also revealed that Television is the most popular form of mass media and TV serials, TV talk shows, TV news and TV documentaries are the most popular item of mass media, through which the respondents are exposed to gender issues. Advertisements play an important role in awaring the masses, TV advertisements are most recalled by the respondents followed by advertisements in newspapers and magazines. The study also revealed respondents are also exposed to gender issues and problems through the features or
editorials of newspaper and magazine. Respondents hardly listen radio and the preferred content among the respondents is mainly entertainment, though majority of the respondents are aware of the themes for gender development and welfare.

From the study it is revealed that, programmes on crucial social issues penetrated in our society, special economic schemes for women and government schemes for economic development of gender, special awards for women participation, awareness of central social welfare board schemes for gender development, schemes for education and health should be shown more in private satellite channels rather being telecast only in Doordarshan as the viewership in the private channels is more. The content and the programme quality in Doordarshan and All India Radio should be increased so that people opt for Doordarshan and AIR also, rather than viewing only satellite channel. The programme content in the various mass media should be infotainment (information + entertainment), rather than being simply entertaining.

Almost 100 percent respondents have internet facilities and cannot do without internet, hence more display or pop-up advertisements or themes on gender issues and economic development should be designed in the internet pages. Books, hoardings, pamphlets and banners play an important role in creating awareness. Various gender issues and socio-economic problems hindering the development of the country should be more included in their educational curriculum and should be engrained from the high schools or under graduate level.

The departments, colleges and universities should organise frequent programmes, seminars, discussion, and symposium on gender issues so that the students learn more about issues and problems penetrated in the society.

Gender awareness programmes on the various themes for economic development, gender empowerment, health and hygiene and eradication of social issues should be more conducted in the interior and village areas so that the awareness themes and development starts from grass root level. Until and unless, the following points are taken into consideration, the panacea for the awareness on gender development, welfare and empowerment in all sense is not possible.