CHAPTER VI

FINDINGS AND CONCLUSION
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6.1 Concluding remarks:

While nature had made men and women differently, society and culture determine the rules they perform and the value accorded to each. Their status therefore, depends on the attitudes of the society towards men and women according to the various rules they play at home and in society. For centuries, women have been relegated to a secondary status in the family and in the society. This phenomenon is as civilization itself.

In the modern days, when women have started performing multiple roles of working in and outside the home and much greater equality is accorded to them, they still not completely equal. The fundamental basis for this inequality is the unequal access to economics, social and political opportunities between men and women.

The Indian society is the male dominated society since time immemorial. Women also make habit to live under the dominance. But with the time, the mind also changed. Now the educated women do not want to live under this dominance and out from the four walls of home to become economic independence. Education and economic independence gives to a woman confidence, self-respect, and dignity to live in a society preciously.

The concept of women empowerment represents the idea that makes a woman educated, economic independence and involve the decision making process in and outside of home. Education of women is the foremost requirement in improving the status of women in society. Educated women can face the obstacles of life without any fear.
As long as women feel insecure, she cannot come up in life. Therefore, education to women and economic independence are the most important things. Economic independence creates confidence and provides social security.

Because of the various social customs and taboos, women often cannot and do not want to bring changes in their own traditional lifestyle. Nobody can help the women in improving their lifestyle; unless the women themselves realize the need of such changes.

As the society is about equality both men and women, in the process of women empowerment, one woman should be support by the man. A little support by father, brother, husband makes a woman’s life better and beautiful.

The development of a community is judged by the status of women in a society. No country can be developed if the women are neglected. In case of the population, women status and education of women are very crucial. But by and large, they are neglected much and suffer in society a lower status. It has contributed to low women literacy rates, early marriage, high fertility, high infant mortality, high maternal mortality and declining sex ratio. They are commonly in rural areas discriminating from the birth as in traditional family a boy is preferred. Women are neglected leading to malnutrition of girl child. Lack of health care and proper nutrition is due to an extent of sex-specific discrimination. The neglect of girl child may be due to economic and social factors such as dowry and bride price.

There is now considerable awareness of gender issues in the country. There are several gender sensitive initiatives across a wide range of the people. Yet inequalities persist in the social and economic status of the women. Marginalization of women and feminization of poverty are now at the centre-stage on women issue. This arises from the increasing proportion of women among the poor due to several factors. These factors are insecure land
tenure, poor access to basic needs like health and education and effects of various forms of discrimination against women.

Improving female work productivity is an essential element of any strategy to reduce their poverty. Changed perception of women economic value will change resource allocation in the families. Increasing women capacity to learn and earn will have a positive impact on women status and well being. Greater investment female literacy and skill development and health and right to reproductive needs will enable them to improve their productivity and thus lowering their poverty level.

Other issues concerning women are domestic violence and social violence. Violence against women is more in poor families, though it occurs in all socio-economic and educated classes, as well. Violence affects the health of women and of families. The psychological effects of violence are more important than the physical ones leading to fear anxiety and post traumatic stress disorder. Women rarely report incidents of family violence believing this will being shame to the family. The victims are less capable to take independent decisions.

Emancipation of women in Assam is a different task as different communities and tribes have different perceptions about the status and role of their women, be it matrilineal or otherwise. Discrimination, subordination and oppression of women are found in every form of social organization.

In Assam, the movement of women empowerment is almost as old as the freedom movement. In early 1926, the women attending the Dhubri session of the Assam Sahitya Sabha got together under the leadership of Chandraprabha Saikiani and announced the formation of Asom Mahila Samiti, in later which was known as Asom Pradeshik Mahila Samity. The long history of Assam is replete with several instances of women’s bold and strong roles in spite of their traditional roles in a personal family set-up. Women of Assam played a significant role in the freedom struggle too.
Kanaklata Barua, Mulagabharu are the examples of brave presence of women in the freedom movement.

The print media of Assam, over the last few decades has playing a vital role in disseminating information. It focuses the problems of the society in different ways. Media has played a proactive role in highlighting the women’s problems and discussed the remedies by publishing various articles, features, news/views and so on. As the old media, the print media is playing an important role on social issues. Radio and Television are doing well in their way till to date. Media has powerful influence on the readers and they can change the attitudes of the peoples by influencing in a good manner.

To evaluate the role of print media in empowering in Assam, the researcher has chosen to go for a content analysis is of the four daily newspapers (one English daily and others are Assamese dailies) and two monthly assamese women magazines from this region. At first sight, it seems that the print media has done considerable efforts on the women issues, through its dynamic women journalists and by highlighting the government’s schemes. For examine the status of the issue of women empowerment and the newspapers and magazines carry their role in different ways, the researcher gone through four daily newspapers- The Assam Tribune, Asomiya Pratidin, Amar Asom and Dainik Asom and two monthly magazines- Nandini and Priyo Sakhi.

The content analysis has been done on the basis of random sampling. The study has considered four major indicators as given by United Nations Economic and Social Commission for Asia and Pacific (UN ESCAP). These are: a) social indicators in terms of Health (personal, pregnancy, HIV/AIDS, ageing), Violence (domestic, harassment, general, gender-bias, trafficking), Education (general, adult), and Girl-child (education, violence, sex-ratio, health, rights); b) Political indicators in terms of rights, law, justice, policy, political, equality, governance, Women
Reservation Bill;  c) Economic indicators in terms of self-reliance, professionals, achievement; and d) Miscellaneous indicators in terms of international cooperation, sports, celebrity.

For impact analysis and case study, the researcher has gone through with sample survey in the study area. The study area was Guwahati city. The survey was done on the basis of questionnaire method.

The objectives of the present study are…

1. To examine the status of print media in Assam.

2. To examine the acceptability of print media in the study area.

3. To examine the role of print media for women empowerment.

4. To identify the reasons for poor progress of women empowerment in Assam.

6.2 Major findings of the study:

After analysis of the four daily newspapers and two monthly magazines, the researcher has found some major indicators of developmental issue, especially on the issue of women empowerment. Print media’s space for women issues, role on that issue and the contribution to resolve the problems of women had studied. The main fact is that the print media had provided adequate for women empowerment or not.

- The total space given to news/views in the four newspapers and the two magazines was 78.4 per cent in terms of sq cm, whereas the space given to women empowerment news/views was 11.11 per cent and even the total space including pictures was 11.72 per cent only.

- Maximum space coverage to women empowerment issues was given by Nandini and the least coverage was given by The Assam Tribune.
In terms of space coverage (sq cm), miscellaneous category topped with 46.59 per cent coverage. Wherein, the top contributor was Priyo Sakhi with a share of almost 51.53 per cent to the total space coverage of the miscellaneous category. Under the misc category, the celebrity column covered the highest 65.64 per cent where Priyo Sakhi obtained the maximum coverage of 71.04 per cent and Asomiya Pratidin covered 19.18 percent. Women sports covered the second highest rank of 17.92 per cent and maximum coverage was given by Asomiya Pratidin (49.44%) and minimum by Priyo Sakhi (11.99%). The 3rd rank Women equality (15.36%) and the maximum coverage was given by Dainik Asom (32.40%) and minimum by Nandini (12.39%). The last sub-category women empowerment wordings (1.06%) and maximum coverage was given by Amar Asom (2.90%) and minimum by Nandini (0.88%).

Another sub-category of women empowerment social indicator ranked the second position in the space coverage which was 22.04 per cent. Here the highest coverage given by Nandini with 74.91 per cent and minimum given by Dainik Asom with 2.05 per cent. In this category, there are four sub-categories i.e. health, violence, education and girl child where health covered the maximum amount of space with 44.05 per cent and violence got the minimum space with 10.29 per cent. Education (28.23%) and girl child (17.41%) has got second and third position respectively. Nandini, as a magazine of women, covered the highest no. of space in every category.

The economic category of women empowerment got the 3rd position with 15.69 per cent. The highest coverage was given by Priyo Sakhi with 48.48 per cent and the minimum coverage was given by Asomiya Pratidin with 3.25 per cent. In this category there are three sub-category i.e. professional, self reliant and achievement where professional category got the maximum coverage with 44 per cent. On
the other hand achievement (38.08%) and self-reliant (17.90%) got the second and the third position respectively.

- The last category of women empowerment was political indicators which achieved the coverage of 15.36 per cent in the four newspapers and the two magazines. The maximum coverage was given by Nandini with 66.59 per cent and minimum coverage was given by Amar Asom with 2.30 per cent. Here we have four sub-categories i.e. rights, law, policy and political where law covered the maximum space with 30.36 per cent and minimum coverage by policy with 9.80% per cent. Law (30.36%) and political (28.82%) got the second and third position respectively. Both the women monthly magazine covered the maximum space for these issues.

- The total ads area of the four newspapers and two magazines was 21.6 per cent and the other 78.4 per cent for news/views area. The percentage of govt.’s ads on empowerment issue was 3.94 per cent where Dainik Asom covered the maximum no. of govt. ads with 9.78 per cent and minimum by The Assam Tribune with 3.00 per cent. But the percentage rate of general ads was highest in The Assam Tribune.

- The space given for govt. news/views on women empowerment schemes with 3.76 per cent of the total women news/views coverage by the newspapers and magazines. The maximum coverage was given by Dainik Asom with 19.69 per cent and minimum coverage given by Nandini with 1.55 per cent.

- The total no. of news item on women empowerment issue covered 5.67 per cent of the total no. of new/views published in the studied newspapers and magazines.

- The acceptability of the print media was almost 60 per cent. The other people are not interested in the reading habit of newspapers and magazines. And in terms of magazines 44 percent are the readers of that. The highest no. of readers are covered by Asomiya Pratidin. The
Assam Tribune got the second highest and Dainik Asom Covered the third position.

- The maximum no. people know about women empowerment from print media i.e. 65 per cent women read about the women empowerment issue. Priyo Sakhi got the highest rank of the particular issue. And because of women magazine Nandini also creat a huge influence on that.

- 78 per cent of the reader agrees with that the print media provide adequate space for women issues.

- 81 per cent believed that the print media can disseminate the information women empowerment.

- 67 per cent of women believed that Assamese women are really empowered and others are not. They suggested some measure for poor progress of women empowerment. Political participation, decision making, create employment, education, health and the social status are the main criteria for women empowerment. They gave some reasons for poor progress of women empowerment i.e. Lack of Government initiative Securtiy problems Superstation Education Domination by men.

Different views of the readers on women empowerment are as follows:

- Women empowerment is about to provide the rights of the women.
- Women should be aware about their education and economic progress.
- Development of women can change a home , a society, a country and the whole world.
- Women should be self-confident to take any decision whether it is at home or at society.
- Women must aware to arouse their power etc.
Different views of the readers on Print Media-

- Powerfull and truthfull media can change the society.
- The print media can provide knowledge from different field, which may helpful in day to day society.
- The print media specially the women magazines give more impotence on fashion, cookery and entertainment. Only fashion and cookery doesnot creat any awareness on the society.
- The print media should focus the government’s agenda on the women empowerment issue.

The print media of Assam are not completely able to fullfil the requirements of women. However the media are trying to reach every corner of the socity and trying to understand the readers’ views. After the reseach, the reserchers fined out the people of rural area is comparativly not concious about women empowerment than the urban area. Most women of rural area, though they are educated, are prepare themselves to be good homemaker rather than do job outside of home.In rural area, still women empowerment is not consider as an important issue of the socity. The rural people can not try to understand the issue of development of the country is related to women. Here, we find the role of media to aware them and make aware about the devolpmental schemes of govt. on various field. PM’s “Beti Bachao, Beti Parhao” is one of the best example for that, because education is the main hindrance of poor progress of women empowerment. When women are developed, the creations are automatically improved, nature can spontoniously says thankfull to us. Without the development of women a country never be developed.