## CONTENTS

<table>
<thead>
<tr>
<th>TITLE</th>
<th>PAGE NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACKNOWLEDGEMENT</td>
<td></td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td></td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td></td>
</tr>
<tr>
<td>LIST OF ABBREVIATIONS</td>
<td></td>
</tr>
</tbody>
</table>

## CHAPTER I

### INTRODUCTION

1.1 Media and the Society ----------------------------------------------- 3
1.2 Role of Mass Media in the Promotion of Human life ------------------- 6
1.3 Fishing Community in the world -------------------------------------- 14
1.4 Fishing Community in India ---------------------------------------- 16
1.5 Fishing Community in Tamil Nadu------------------------------------ 19
  1.5.1 Socio – Economic Profile of Fishing Community in Tamil Nadu 21
1.6 Media Coverage on Fishing Community------------------------------- 27
  1.6.1 Radio and Fishing Community---------------------------------------- 27
    1.6.1.1 Apam FM Station ------------------------------------------ 27
    1.6.1.2 Radio Alakal ----------------------------------------------- 28
    1.6.1.3 Kalanjiam Community Radio --------------------------- 29
  1.6.2 New Media and Fishing Community --------------------------------- 29
  1.6.3 Mobile Phones and Fishing Community ----------------------------- 31
  1.6.4 ICT in Fishing Community ----------------------------------------- 32
1.7 Media and Women--------------------------------------------------------------- 33
1.8 Role of mass media in the promotion of women’s life----------------- 35
1.9 Media resources and Women ------------------------------------------- 38
1.10 Media Coverage of Women--------------------------------------------- 42
  1.10.1 Media Coverage of Women by the Global Media------------------ 42
  1.10.2 Media Coverage of Women by the Indian Media------------------ 44
  1.10.3 Media Coverage of Women in Tamil Media------------------------ 46
1.11 Profile of the Cuddalore District--------------------------------------- 47
1.12 Statement of the Problem--------------------------------------------- 54
CHAPTER II
REVIEW OF LITERATURE

2.1 Coverage of Women engaged in Fisheries.............................. 57
2.1.1 Reach, Access and Utilization of Media Resources by
Fisherwomen in the World------------------------------------------ 57
  2.1.1.1 Reach of Media Resources by Fisherwomen in the World------ 57
  2.1.1.2 Access of Media Resources by Fisherwomen in the World----- 58
  2.1.1.3 Utilization of Media Resources by Fisherwomen in the World 62
2.1.2 Reach, Access and Utilization of Media Resources by
Fisherwomen in India--------------------------------------------- 71
  2.1.2.1 Reach of Media Resources by Fisherwomen in India---------- 71
  2.1.2.2 Access of Media Resources by Fisherwomen in India--------- 71
  2.1.2.3 Utilization of Media Resources by Fisherwomen in India---- 73
2.1.3 Reach, Access and Utilization of Media Resources by
Fisherwomen in Tamil Nadu---------------------------------------- 95
  2.1.3.1 Reach of Media Resources by Fisherwomen in Tamil Nadu----- 95
  2.1.3.2 Access of Media Resources by Fisherwomen in Tamil Nadu--- 95
  2.1.3.3 Utilization of Media Resources by Fisherwomen in Tamil Nadu 96

CHAPTER III
METHODOLOGY

3.1 Introduction-------------------------------------------------------- 104
3.2 Aims and Objectives---------------------------------------------- 104
3.3 Hypotheses--------------------------------------------------------- 105
3.4 Theoretical Framework-------------------------------------------- 106
  3.4.1 Communication Empowerment and Development of Women------- 107
  3.4.2 Empowerment----------------------------------------------- 107
  3.4.3 Communication and Empowerment of Women and Development 108
  3.4.4 Development Communication Theory-------------------------- 111
  3.4.5 Approaches to Development Communication Theory------------ 111
  3.4.6 Application of the Development Communication Theory------ 113
3.5 Research Methodology-------------------------------------------- 114
  3.5.1 Quantitative Content Analysis------------------------------- 114