CHAPTER II

REVIEW OF LITERATURE

Health-seeking behaviour is an important aspect of human personality. Researchers, social scientists, healthcare professionals, policy makers, and other stakeholders have been continuously trying to understand how human beings behave in particular circumstances. They have been trying to develop various types of theories and models. Their continuous endeavours have resulted in understanding of human health-seeking behaviour under different circumstances.

Social scientists have undertaken several researches related to the role and relationship between mass media and society. Many studies have been conducted in the past to understand the impact of media on different aspects of human behaviour. A huge number of literatures have been published about the mass media and its relationship with the society. Yet, there are a very few studies conducted to explore the relationship of mass media and audiences with respect to their health behaviour.

This researcher pursued all the sources available on the topic and found the present topic of study of great interest. There seems to be a paucity of material on the topic ‘Impact of mass media on the health-seeking behaviour of general public’. This topic is interdisciplinary in nature. This researcher tried to explore all the available literature related to the interdisciplinary nature of the topic.

This chapter includes the extensive review of the literature available on the topic. This literature review included material from different primary and secondary sources e.g. books, journals, research papers, edited books, magazines, government reports, organisational reports, published work of research scholars etc. The literature review provided an insight about the research work done in different part of the world related to the present topic.

The research topic “Impact of Mass media on health-seeking behaviour of general public: A study in the state of Rajasthan” has not been undertaken by any other individual recently for the award of ‘Doctor of Philosophy’ in the recent past. The topic Impact of mass media on health-seeking behaviour of general public is of interdisciplinary nature. The topic borrows content from various disciplines e.g. health sciences, social sciences & behavioural science etc.
CHAPTER II

The organisation of this chapter is on the following lines. Firstly, we discussed about the media scene in India (pre-independence and post-independence). After that we discussed about the addition of TV to the group of mass media. Then the discussion is continued on different sociological theories of mass media. These theories focused on the impact and influence of mass media on the society. Thereafter we discussed about different theories of behaviour change as they provide an important input in health-seeking behaviour. A brief review of Knowledge, Attitude, and Practice (KAP) model is also done, followed by discussion about mass media and health behaviour change in the next few pages.

In the last phase of discussion we emphasised on the health-seeking behaviour of an individual and different components of health-seeking behaviour. The literature review concludes that mass media have huge impact on health-seeking behaviour of general public.

Numerous studies have been conducted in different parts of the world trying to explore the health-seeking behaviour of an individual in different circumstances; yet a very few or none of them tried to explore the nature of this topic.

2.1.1 MEDIA SCENE IN INDIA

India is an ancient country and it has its own different traditional & folk media. Since ages, these media have been playing an important role in spreading information and raising the awareness level of citizens about different issues in society. In the ancient times, when TV, Radio, newspapers, magazines, internet and social media were not available, Murthy et al.\textsuperscript{129}; useful information were disseminated mainly through the writings on the walls and the inscriptions on the stones. Besides, public announcements were made through drum beats and other folk media.

During the modern times, mass media have taken the role of mass educators.

PRE-INDEPENDENCE

During pre-independence era, mass media mainly constituted newspapers, magazines, and Radio. Many English language and vernacular languages newspapers along with a few magazines were available in India.
During pre-independence era, the Indian media was united as crusader against the British rule. Their entire energy was devoted to uproot the foreigners from India. Besides, folk media and traditional also actively participated in India freedom struggle.

Main roles of media during press pre-independence era were:
1. Uniting all the Indian against foreign rule
2. Eradicating superstitions from the society
3. Spreading awareness about different social issues

The researches about mass media actually took momentum in India post-independence POST-INDEPENDENCE

Policy makers in India have always emphasised on the use of mass media for the development of society. Post-independence the main focus of these media researches were on the developmental issues.

These issues were:
- Agricultural issues
- Sanitation issues
- Health & Hygiene
- Adult Education
- Spreading modern scientific knowledge
- Eradicating superstitions from the society
- Using technology for social improvement

2.1.2 ADDITION OF TELEVISION TO MASS MEDIA

The invention of Television drastically changed the scenario of mass communication across the globe.

The experiments with TV broadcasting started in the USA in 1920s. But the available technology was not good enough to provide good quality pictures. Satellite TV revolutionised TV broadcasting from 1962 with the function of first satellite called ‘Early Bird’. In 1965 came Intelsat, a big multinational communication system. Another such system, Intersputnik, was added in 1971.
Very soon, TV started gaining fast popularity in different parts of the world, as TV was a live medium and played the role of a close companion. Besides providing news and views, TV mainly provided entertainment and education. TV performed various roles for the audiences. McQuail\textsuperscript{132} (1972) mentioned that TV as a medium of mass communication performs following functions. These are:

1. **PROVIDES COMPANY**
   TV plays the role of a live story-teller. By doing this TV connects the views with the outer world and thus provides them a company for their loneliness.

2. **ESCAPE & DIVERSION FROM DAILY ROUTINE**
   TV helps us getting away from our daily routine. This way TV helps us taking away from monotonous daily life.

3. **VIEWERS GETS PERSONAL IDENTITY**
   By way of watching programmes at TV, audiences start liking the actors in the Soap Operas, & Movies, and TV advertisements, and they develop a proximity with the actors/actresses on TV screen. Ultimately they find their own personal identity with the TV character.

4. **SURVEILLANCE ROLE**
   TV connects its audience with the world and informs them about the news and events happening in every nook and cranny of the world. In the way TV plays the role of surveillance of the world.

**TELEVISION IN INDIA**

Television came to India on September 15, 1959. Initially, there were debates about the affordability of TV by a poor country like India. Later on, Indian government allowed setting up a TV station at Delhi on an experimental basis. The main aims were to explore the potential of TV as a mass medium in achieving community development and imparting formal education. To train science teachers of Delhi schools, School TV (STV) was launched in 1961. The first rural programme ‘Krishi Darshan’ was launched from Delhi on Republic Day, January 26, 1967. In October 1972, Bombay’s TV station started functioning. Then came the SITE experiment. We would discuss about the SITE in the following paragraphs.
2.1.3 **SOCIOLOGICAL THEORIES OF MASS MEDIA**

Sociological approaches of mass media\textsuperscript{133} said that there exists a definite relationship between mass communication and social change (societal values, public beliefs, attitudes, opinions, and behaviours etc.).

Some of the relevant theories which are discussed here tried to provide answers to following questions:

1. Media cultivates common beliefs about the world
2. Media sets agenda for audiences
3. People use media for gratification of their needs
4. Media has control over audiences
5. Media has influence on human behaviour etc.

2.1.4 **THE USES & GRATIFICATIONS THEORY**

The Uses and Gratifications Theory arose out of the studies which shifted their focus from ‘what the media do to the people’ to ‘what people do with the media’ Katz et al.\textsuperscript{134} The question asked were: How do people use the mass media and why? The ‘Uses’ approach assumes that audiences actively and willingly exposed themselves to media; and even the most potent of mass media content cannot influence an individual who has ‘no use’ for it in the environment in which he/she lives.

Katz suggested that the uses of mass media were dependent mainly on the following factors. These are:

1. The perception,
2. Selectivity,
3. Previously held belief
4. Personal values, and the
5. Interest of the people

The term ‘Gratification’ refers to the rewards and satisfaction experienced by audiences after the use of the media; it helps to explain motivation behind media use and habits of media use.
Ruggiero (2000) mentioned that many research findings made more sense if communications are interpreted as link between man and his environment. He suggested that communication effects can be explained in terms of the role they play in enabling people to bring about more satisfactory relations between themselves and the world around them. Broadly, three distinct groups of uses and gratifications studies can be categorised.

1. The social and environmental circumstances those are responsible for people turning to media in first place.
2. The needs of audience members which they try to satisfy.
3. The range of satisfaction derived from mass media material.

### 2.1.5 CULTIVATION THEORY

This theory was developed by George Gerbner (1967). It was based on the assumption that mass media have subtle effects on audiences who, unknowingly, absorb the dominant symbols, images, and messages of media. Gerbner called it ‘cultivation theory of dominant image pattern’.

Gerbner mentioned that a long and persistent exposure to TV is capable of cultivating common belief about the world. Gerbner and his associates were of the view that messages of TV do not portray reality in society; repeated exposure to such distortions leads to development of particular beliefs about the world. And these beliefs get reinforced once they are developed. For example repeated viewing of glamorous locales, big houses, luxurious cloths, expensive toys, chocolates, fast food, electronic gadgets, may lead viewers to believe that they can expect such things in life.

Interestingly, such messages are not beneficial for the poor and underprivileged majority. Gerbner strongly suggested that the powerful effects of mass media act as the mould of society.

### 2.1.6 AGENDA-SETTING THEORY

This term was coined by Maxwell McCombs and Donald L. Shaw in 1972 in the context of US election campaigns where politicians seek to convince the voters about
the party’s most important issues. The agenda-setting theory maintains that the media are more successful in telling the people ‘what to think about’ than in telling them ‘what to think’. This hypothesis was based on a whole series of studies showing a correspondence between the order of importance given in the media to ‘issues’ and the order of significance attached to the same issues by the public and the politicians. According to this theory, over a period of time, the very priorities accorded by the media to various issues become the public priorities as well i.e. media sets the agenda for audiences.

SITE EXPERIMENT IN INDIA
Then India conducted the SITE experiment (Satellite Instructional Television Experiment). SITE experiment was inspired by the sociological theories of mass media. SITE experiment was done with the some specific objectives. We have already discussed about SITE in introduction chapter of this thesis. The main objectives of SITE were to assess the efficiency of Television on the following main issues i.e.:
1. Population control
2. Improving agricultural practices
3. Improving sanitation practices
4. Promoting national integration
5. Dissemination information
6. Spreading awareness
7. Educating people about health & hygiene
8. Using technology for community development

The ultimate aim was to improve the quality of life in rural areas in the country. The SITE experiment successfully achieved its objectives. It showed that technology can be successfully used for informing people. Moreover,
1. It showed that TV is a great medium to influence the audience behaviour
2. It proved that TV has a huge impact on the audiences
Chander et al\textsuperscript{138} while mentioning about SITE -1975 (Satellite Instructional Television Experiment) said that SITE was a landmark social experiment in the history of democratic India to assess the effect of TV in the rural Indian society. This SITE experiment was a very successful experiment and had far-reaching impact on rural Indian society. Since the topic of this research is of interdisciplinary in nature, this literature review would not be comprehensive without the mentioning of some health belief models.

HEALTH BELIEF MODEL (HBM)

These models were initially developed in the middle of 20\textsuperscript{th} century by social psychologists\textsuperscript{139} from United Stated of America. These psychologists were: Hochbaum, Rosenstock and Kegels. These psychologists were developing a model to explain and predict health behaviour of people. They were focussing on the attitudes and beliefs of individuals. HBM attempted to explain and predict health behaviour of people by focussing on the attitudes and beliefs of individuals. None of the studies or a very few studies have tried find the impact of mass media on the health-seeking behaviour of general public. Main concept of the HBM was based on the fact that health-behaviour / health-seeking behaviour of a person is mainly decided by:

1. His/her personal beliefs or perceptions about the occurrence of illness/ and
2. The availability of treatments or
3. Strategies to reduce the occurrence of illness

Becker & Rosenstock (1984) have stated that health belief model is a conceptual framework, which is frequently used by researchers, to understand the health behaviour of an individual and the possible causes of non-compliances of recommended health behaviour. The health belief model provided a framework to assess the possible compliance / noncompliance of health behaviour.
Even after fifty years of their conceptualisation health belief models are still being used as a theoretical framework by socio-psychologists to develop new models for understanding health behaviour of people. Glanz et al. (1997) mentioned that till today Health Belief Models (HBM) are the most commonly used theoretical framework on the area of public health, health promotion, and health education. They are used as a guideline for the researchers who are interested in knowing an individual’s behaviour related to health related issues in society.

2.1.7 SOCIAL COGNITION THEORIES
The widespread popularity of TV in different parts of the world was a cause of concern for influencing human behaviour, as the TV keeps its viewers glued to the screen for long time. After the development of health belief model, social scientists tried to assess the impact of TV on human behaviour. Social cognition theories tried to find a relationship between those two variables.

Midgley in 1978 had suggested that human mind is affected / influenced by direct or indirect observations from the environmental factors. These effects / influences are inflicted upon them in an organised way or a subtle way.

Black\textsuperscript{108} said that the media has been used for garnering support for political decisions and influencing the mind-sets of people for political purposes and introducing new changes in the society for over one century. Apart from providing the information and knowledge about many topics, they have been used for promoting the cause of the publishers or the rulers, among the populace, in any given society.

Bandura in (2001b) claimed that in any given society, people are self-conscious and actively involved with their social environment. They are not just the passive receiver of the media messages. They are self-reflecting and self-regulating as well. They adapt the things willingly, which they feel can bring useful changes in their own life. Irrespective of the outcome of their behaviour change, they choose to follow the behaviour propagated by the media. Media provides ideas for a huge variety of people living in different social, cultural, and geographical environments.

Based on the above mentioned theory, several studies were conducted and found to be supportive of the above mentioned findings.
2.1.8 THEORY OF REASONED ACTION

Fishbein (1980) propagated the theory of reasoned action. In his work, Fishbein mentioned that an individual’s actual behaviour is preceded with an intentional behaviour, which means that there happen certain perquisite behavioural changes in an individual before he actually adopts a specific behaviour. These behavioural changes are particular belief system governed by the surroundings or the society where an individual lives in.

Sheppard et al. (1988) added that if we try to understand someone’s intended behaviour as a positive change in attitude, while others in the surroundings want him/her to perform the behaviour, as a social norm, then there is a likelihood of that positive change in behaviour.

Various other scholars followed the previous models of the theories of planned behaviour and confirmed the higher correlation of attitude change and subjective norms related to behavioural intention.

2.1.9 THEORY OF PLANNED BEHAVIOUR CHANGE

The theory of Planned Behaviour was developed by psychological scholars Ajzen (1985), who tried to establish a link between the belief system and the behavioural action of a person.

Ajzen’s work was the extension of scholarly work of Fishbein, who tried to predict the intended behaviour, as he was of the opinion that the behaviour of people is planned and intended.

Through his research work Ajzen tried to understand how we can change the behaviour of the people. Ajzen suggested theory of planned behaviour change help understand people's behaviour related to non-volition which is generally not predicted by the theory of reasoned action. Ajzen’s theory helped us understanding the relationship between particular behavioral intention and specific behavior change.
2.1.10 SOCIAL LEARNING THEORY

Social learning theories explained how environment influences the behavior of an individual. This is particularly true in relations to the huge presence of mass media around us.

“Social Learning theory is particularly relevant to study the impact of mass communication because the description and portrayal of social life is a frequent subject in media content” suggested DeFleur and Sandra (1989). Similarly, Altschull (1995) found that the mass media’s large presence have a big impact on our lives. The media has a role to play as a political force and it has the power to influence different aspects of our life in a big way. Health is one important aspect of an individual’s life.

KNOWLEDGE ATTITUDE AND PRACTICE (KAP) MODEL

KAP model, also called as KAP survey, is another theoretical framework used in health behaviour enquiries. KAP Model exhibits the relationship between the knowledge attitude and practice behaviour of a person. These three components i.e. knowledge, attitude and practice have an interdependent relationship with each other and thus constituting a triad trying to target the behaviour change of a person. KAP model have gained importance in recent years because of its importance in several aspects of human life, especially in health-seeking behaviour.

KAP surveys also called KABP surveys (Knowledge, attitude, Behaviour, Practice) models tried to establish the fact that Knowledge about the facts / issues leads to the change in attitude towards certain issues in life. Stronger the attitude or belief about a certain issue would in turn bring it into practice of a person.

HEALTH-SEEKING BEHAVIOUR STUDIES

Health-seeking behaviour is a very complex phenomenon, which is influenced by so many factors i.e. age, education, income, availability of health services, perceived sickness / illness, perceived cost of treatment. Besides, government policies, social and religious institutions also have a great influence on health-seeking behaviour of a
person. Moreover, prevailing cultural & social practices also play a great role on the health-seeking behaviour of a person.

Fabrega (1974) found a half century before that health-seeking behaviour of a person is preceded with a complex decision making process. This decision making process is decided by the family of the person in accordance with the community norms. These norms should match the expectations and characteristics of the health service provider. Since so many factors work together to influence the health-seeking behaviour of a person, the prediction of behaviour is not always the same.

Fabrega further elaborated that the nature of health-seeking behaviour is not homogeneous. This depends upon the context in which an individual reacts for health-seeking behaviour. This context forms the basis, depending upon so many cognitive and non-cognitive factors. These factors are various socio-economic and cultural factors. To clearly understand the relationship between the context and the health-seeking behaviour of the people, social scientists need to understand the role and impact of each factor in detail.

Some studies focused on the effects of cultural practices on the health-seeking behaviour of general public. Mallberry mentioned that the culture has a vast influence on the health-seeking behaviour of people. The culture defines the perception about health in any culture. Illness/ sickness is defined and expressed differently in different cultures.

Some studies focused on the effect of family decision-making on the health-seeking behaviour of a person. In many tribal communities family decision making play an important role in health-seeking behaviour. Normally it is the head of the family who decides about the type of healthcare sought.

Some researchers focussed on the impact of availability of health services on the health-seeking behaviour of a person. Anselmi et al. in their studies they concluded that availability of health-care facilities increases the possibilities of healthcare seeking behaviour. Interestingly, availability of huge referral facilitates have no significant effects on health-seeking behaviour; while increased availability of equipment and staff raise the possibility of seeking healthcare.
On the other hand, some studies focused on the impact of cost of health services Ros et al.\textsuperscript{143}, on health-seeking behaviour of general public, found that higher cost of availing health-care facilities have a huge impact on health-seeking behaviour of general public. In their study they found that high economic cost of availing health services is the main factor that keeps general public away from undergoing treatments of chronic diseases in many parts of the world.

Curtis et al.\textsuperscript{144} explained that several model of health behaviour tried to understand the framework in which an individual is motivated to take particular health behaviour. Yet, no particular model is able to predict an individual’s behaviour in a particular health situation.

Fabrega mentioned that based on the relationship of different socio-economic and cultural norms with the personal beliefs of the individual, scientists can predict different health behaviour of the same individual in different contexts.

Since health is connected with each and every individual on earth; health-seeking behaviour has emerged as one of the most interesting and challenging subject of studies in last few decades. Various studies have also been conducted on the health-seeking behaviour in different parts of the world.

2.1.11 MASS MEDIA FOR HEALTH BEHAVIOUR CHANGE

It is a known fact that media is a very powerful social institution in any given society. The media have been playing a great role in influencing & shaping human behaviour in almost all the aspects of a human being.

Literature reviews suggested that proper use of media is very useful in attaining behaviour change through health promotion activities in educational institutions Madha et al.\textsuperscript{145}.

These health promotion activities focused on maintaining the good health of the learners i.e. students of the school, colleges and universities. By promoting the good health among the student, they actually put the foundation of a strong and healthy nation. A healthy nation is one whose manpower is healthy and free from diseases and illnesses.
Health promotion activities are undertaken at several levels. These are:

1. The prevention of disease
2. The cure of disease
3. The containment of the outbreak of an epidemic
4. Restoration / normalisation after the spread of the disease

Madha in her work claimed that mass media does a wonderful work by promoting health activities at several levels. It could be anything from alcohol/ tobacco prevention to the seat belt wearing campaigns.

A few examples of the media role in health promotion are mentioned below:

1. Prohibition of Tobacco / Alcohol
2. Availability of clean & safe potable water
3. Availability of clean / pure air
4. Stress-free work environment
5. Promoting consumption of balanced diet
6. Healthy / hygienic food in market
7. Wearing seat-belt / helmet for safe driving
8. Caution against adulterated food products
9. Educating about expiry date on food packets
10. Providing healthy / safe conditions at work place
11. Promoting active lifestyle
12. Awareness campaigns against spurious drugs
13. Awareness campaigns against seasonal diseases
14. Providing inputs for authorities / policy-makers / researchers etc.

This list is very long. Mass media has been playing an important role in different activities of health promotion across different segments of society, said Asha.

Exponential growth of internet has multiplied the use of technological gadgets among individuals. They are spending more time with gadgets i.e. mobile, laptop, tablet, desktop, TV, and SNWs than any ever before. This human –technology interaction is having its own influence on socio-personal life of human beings.

Biagi (2003) found that in today’s technology driven world, an individual, who uses these gadgets, spends more time with these gadgets than the time he spends in sleeping.
or on his/ her work or business. Biagi explained that in the 21st century an individual is so occupied with the modern technological gadgets that he has no free time for himself/herself.

Biagi emphasised that people are always busy in using some sort of media through the communication technologies. Time spent with media by an individual, on any average day, is more than time spent without the media. An individual is so occupied with the modern technological gadgets using media that a big share of his/her daily activity is related to using media.

Altschull103 (1995) explained that different mass media are largely present in our daily life and they have a big impact on us. These media play a great role as political and social force and they have the power to influence different aspects of our life in a big way. Health is one aspect among them. By informing the important things about the health related issues, media helps bringing the behavioural changes among the people. These changes may be related to changes in the previous unhealthy habits, or wrong beliefs, or may be related to preoccupied attitudes, or aimed at reinforcing the existing beliefs or habits.

Williamson146 and Carr (2009) opined that an individual’s health is influenced by many factors. They classify these factors into following main categories:

1. The environment they live in,
2. The family—they are part of,
3. The community they belong to.

Actually, socio-economic circumstances of a person play a wider role on a person’s health than his/her own health maintenance behaviour.

Besides, family and environment that affect the health-seeking behaviour, many other social and religious institutions also play a vital role in the decision making and health-seeking behaviour of a person.

Aaliaya et al147 in her study propounded that it was the religion, which played an important role in not taking polio drops for many families of a particular religious group in India, when it comes to participate in the pulse-polio campaign. To change the attitudes towards old fashioned/ unscientific beliefs, media is an important force which has great impact on health-seeking behaviour of these families.
Mass media is one such institution which has the ability and potential to influence every individual’s life in a big way. We see that media has ability to influence, our behaviour, our culture and even it can affect our thinking and attitudes towards different issues in our daily life (Gupta\textsuperscript{51}, 2006).

Gupta & Sharma\textsuperscript{50} (2015) suggested that mass media disseminates necessary health information in our daily life, enabling common people, especially women, to take appropriate decision about different aspects of their lives, especially about health. Evidences suggested that mass media plays a central role in informing & educating people about important events / changes taking place around us, as media connects the audiences to the world beyond their immediate reach. In other words, media bring the world closer to the audiences and increases their reach and access.

Mass media is one such institution, which has the ability and potential to influence every individual’s life in a big way. We see that media has ability to influence our behaviour, our culture, and even it can affect our thinking and attitudes towards different issues in our daily life (Gupta\textsuperscript{51}, 2006).

Researchers have been claiming that mass media plays a crucial role in the enquiry of health communication at several levels. Mass media not only helps in identifying a potential issue, it supports in finding solution to the health issues. Johny\textsuperscript{148} in his work claimed that health communication professionals try to identify the contexts, channels, messages and reasons that will create & disseminate health messages through mass media to motivate individuals to use health information to promote the public health. Health communication experts employ different strategies to develop health messages, to impart health education, and to shape & modify the health-seeking behaviour of a person & the community at large. In doing so, mass media plays a crucial role.

Asthana\textsuperscript{149} in his research mentioned that mass media have huge influence on almost every aspects of human life. i.e.

1. Media shapes our culture
2. Media modifies our attitude
3. Media changes our belief system
4. Media is altering the ways we communicate
5. Media affects our health
6. Media influences our lifestyle
7. Media is changing the way we live
8. Media is changing our interpersonal relationship in family and society etc.

Asthana claims that mass media have been instrumental in improving the behaviour of human being by spreading awareness about many issues. Adhikari\textsuperscript{150} said that time and again media has proved its role as a powerful social institution in improving the overall functioning of society by performing several roles. Media is not only a watchdog in society; media is a guide, and teacher in society. Aacdia\textsuperscript{129} (2015) propounded that the discipline of health communication has been developing as a dynamic and useful field of study over a couple of years. Due to an influential potential role in the human health behaviour, public health management, health promotion, and healthcare system; health care professionals, have been developing strategies to address the specific needs of target audiences. Whitehead\textsuperscript{151} (2004) mentioned that health education activities aims to inform individuals about the cause and nature of health /sickness and the individual’s vulnerability attached with their lifestyle and behavior. Whitehead further explained that the main objective of health education is to motivate individuals, groups, and communities to adapt to a process of behavioural change by influencing their value system, attitude and beliefs. According to Mackintosh\textsuperscript{152} (1996) health education involves those activities, which aim to increase an individual’s awareness by providing him / her necessary health knowledge level to enable him/her to take decisions about their health issues. Maben\textsuperscript{153} & Macleod-Clark (1995) is of the opinion that health promotion aims at providing people with healthier and easier choices. The main aim of health promotion is to inform people about what choices are available to them within the given framework. It also informs them what is healthier for them and what is unhealthier. Gupta\textsuperscript{50} & Sharma (2015) suggested that mass media disseminates necessary health information in our daily life enabling common people to take appropriate decision about different aspects of their lives; especially about health. Evidences suggest that mass media plays a central role in informing & educating people about important
events / changes happening across the globe. Especially because media connect the audience to the world beyond their immediate reach.

In other words, media bring the world closer to the audience and increase their reach and access. Mass media is one such institution which has the ability and potential to influence every individual’s life in a big way. We see that media has ability to influence, our behaviour, our culture and even it can affect our thinking and attitudes towards different issues in our daily life (Gupta\textsuperscript{51}, 2006).

Gupta\textsuperscript{50} & Sharma (2015) mentioned that mass media impart necessary health information in our daily life enabling common people to take appropriate decision about their different aspects of their lives especially about health.

Whitehead\textsuperscript{46} (2008) said that health promotion and health education are different concepts. While health promotion emphasizes on environmental and socio-economic determinants and participatory involvements; health education focuses on empowering individuals and communities by providing information and teaching techniques to achieve better health.

Sharma\textsuperscript{107} (2015) suggested that print media (i.e. Newspapers, Magazines, leaflets, brochures etc.) plays an important role in informing and educating the people about important events related to their day-to-day life. Sharma further suggested that newspapers are among the most important sources of health related information around the world. The print media provide detailed information on almost every topic related to health.

Collins et al.\textsuperscript{117} (2003) suggested that media plays the role of change agent. It can influence the behavior of people for the sake of better health by adapting to preventive measures which stop the spread of disease i.e. use of condom to stop HIV/ AIDS. By informing & educating about different health issues, media help promote healthy lifestyle and positive behavior changes among the common public.

CONCLUSION

After going through the literature available on the topic, it is clear that mass media has immense potential of shaping the beliefs/ attitudes of the people in society. Health, being an important component of human life, is greatly affected by the mass media.
Mass media being a social institution play the catalytic role as change agent in the society. By informing and educating people about various health issues in the community, media provides knowledge and thus help bring a change in the attitude towards certain prevailing contemporary conditions/practices leading to better health practices in life.

In the light of above theories it can be concluded that the planned and organised use of mass media for health communication may yield in positive changes for health-seeking behaviour of an individual in general and for a society at large.

ENDNOTES

CHAPTER II


