Chapter – VII

FINDINGS AND CONCLUSION

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7.1. Introduction:

Mass media penetration in India has seen enormous progress in the recent years with advancements in technology and coverage, catering to a wide range of media audience in terms of language, region, religion and content. A robust economic growth, growing literate population and consumer spending power have contributed to an expanding consumer base of various forms of mass media—newspapers, radio, television and Information and Communication Technology (ICT) applications such as internet. The new media such as the internet and mobile phones have also made significant inroads since the early 2000’s.

All these mass media affected Indians very much in terms of socio-economic development, entertainment, knowledge, education, political awareness, etc. Women are also users of mass media and as such, they are also improved and developed due to impact of media.

When the historical developments of women are studied, it is revealed that women were equal in all the aspects in Vedic period and their status has declined during medieval period. Many of the social practices such as child marriage, dowry, purdah (veil), degradation of widows, gender inequality, deprivation of women from education, etc were practiced during medieval period and consequently, the status of women was degraded. The British were realized the significance of education of women to empower Indian women. As such, education was introduced for girls during British period. Due to education and the efforts of social and political reformers, the women started to enjoy equality gradually.

After independence, even though majority of the women are not educated, still they got awareness about their rights and equality in society
through newspapers and magazines. When radio was introduced, many of the programmes conveyed the messages of gender equality and as such, women’s awareness on socio-economic, education and political equality was increased. The Government took many of the welfare schemes for the overall development of the women and these schemes were published in newspapers and broadcasted in radio.

When television was become popular in India, many of the programmes were telecasted by different channels. Globalization has also become boon for Indian women, as they got awareness about higher and professional and equal participation in education. Many of the serials and programmes conveyed messages of gender equality and women empowerment. Along with these programmes, the concept of modern women was also shown by television. Modern women get higher education and also work outside like men along with her family responsibilities.

Information and Communication Technology (ICT) is a great contribution of globalization for India and due to ICT applications, internet has become mass media, as it helped to get knowledge in all the aspects. Now, women can get information on education, learning, socio-economic aspects such as employment, different occupations, health, nutrition, stock market, market trends, life styles, fashion, etc and political aspects such as trends and developments of political situations all over the world through internet. Hence, mass media is playing significant role and have very good impact on modern women. In this regard, the present study was made in Gulbarga district to examine the impact of mass media on women and the summaries of findings from the study are as under.

7.2. Summaries of Findings:

Total 200 working women and 200 housewives in Gulbarga district were surveyed through interview schedule to collect primary data. The samples were selected from Gulbarga city, towns and villages under different talukas.
The information collected on different aspects from the respondents are summarized as under.

**Personal Background:**

1. The age of the revealed that, majority 70.2% of the respondents are of middle aged, that is between 26 to 50 years of age.
2. Educational background of the respondents revealed that majority that is 62.2% of the respondents are graduates and post-graduates.
3. Religion and caste of the respondents revealed that, majority that is 64.0% of the respondents are Hindus, about 48.7% of the respondents are from Other Backward Classes (OBCs) and 25.7% of the respondents are from Scheduled Castes. Hence, Hindus forms dominant religion among the respondents and Other Backward Classes and Scheduled Castes together forms majority of the respondents by castes.
4. Marital status of the respondents shows that, 76.2% of the respondents are married and living with their husbands and remaining 23.8% of the respondents constitutes unmarried, widows, divorcees, separated and alienated from the husbands.
5. Nature of the family of the respondents disclosed that, a great majority, that is 67.2% of the respondents are living in nuclear and single families.
6. On following family planning practices, it is noted that 52.2% of the respondents are following family planning practices as they have 1 to 2 children.
7. When information on facilities in the houses of the respondents was collected, it is surprising to note that 4.5% of the respondents do not have separate toilets and latrines in their houses, but all the respondents have separate bathroom, radio (in some cases radio is in their mobile phones), television and cell phones (Mobile phones) in their houses. It shows that all of these respondents have given much importance to mass media. But it is highlighted that only 60.2% of the respondents have computers in their houses and 40.2% have internet connection in
their houses in computers or in their mobiles. Comparatively, less importance is given by majority (55.5%) of the respondents to conventional mass media such as newspapers and magazines. Hence, it can be concluded that all the respondents have more than one type of mass media used in their houses. Comparatively, considerable numbers of respondents have less knowledge about ICT applications, even though internet is available in their mobile phones and computers in their houses.

**Socio-economic Background:**

8. As majority of the respondents are living in nuclear families, there are less than 04 members in the families of 41.7% of all the respondents and 05 to 08 members in the families of 42.2% of all the respondents.

9. On location of the respondents, it is noted that majority of the respondents that is, 64.2% are from rural areas and 35.7% of all the respondents are from urban areas.

10. Surprisingly, 7.0% of the respondents are living in temporary settlements and slums and 43.2% are living in rented houses and remaining 49.7% of all the respondents are living in their own houses.

11. It is observed that the gender equality is achieved in case of nearly half (49.7%) of the respondents as they are equally participating in the family decision making. When compared to housewives, the more number of working women are equally participating in family decision making, which shows that the outside work has given women recognition and provided family decision making authority.

12. It was found that many of the choices and purposes are given by the respondents for female education. Of which, it is noted that employment is more emphasized compared to status, respect, managing family and just reading and writing knowledge.

13. On equal participation of females in different aspects of socio-economic life, 31.2% of all the respondents have suggested equal participation in
family decision making, 25.2% have felt there is need for equal participation of females in children’s education, 38.0% have emphasized that there is need for equal participation in economic independence and 5.5% of all the respondents have gave other areas or aspects, in which females needed equal participation. It is highlighted from the study that females are needed more economic independence, equal participation in family decisions and children’s education, compared to all other issues.

14. The collected data revealed that, many of the housewives are not getting equal treatment in marriage and family aspects compared to working wives. Further, as the working women have realized the importance of employment for women and as such, they suggested the same as equal rights for females. Of course, an overwhelming majority (73.2%) of the respondents have emphasized for equal rights in all the above stated aspects, which shows that these women are deprived in these aspects earlier or present.

15. To get social life satisfaction, there is need that there should be equal marital relations between husband and wife in a family. But, it is interesting to note that 38.5% of the respondents agreed that their husbands are superior, but they have good relationships with their husbands and 30.5% have cordial and satisfactory relationship with their husband.

16. Dowry practice even though banned by the government, due to social practice, it is prevalent now. Many of the females, males and social organizations oppose it, but still it is not banned entirely in the society. Still many of the males and females believe in it. Surprisingly, it was found that, even though majority of the respondents are literates and highly educated and even working outside, still an overwhelming majority (81.2%) of the respondents are supporting dowry practice. The reasons for supporting such practices shows that 44.2% of the respondents believe in social culture related to dowry, 19.0% have felt that dowry is essential for newly married couples to lead new life,
17.0% have opined that, they can’t oppose their parents and society and surprisingly only 18.7% of all the respondents are not supporting dowry practice.

17. Another social practice is degradation of women after death of their husband and suppressing the widows in the name of social culture. Further, the widows, even though young are restricted from remarriage. Considering the agony of widows’ life, widows’ remarriage was got legal sanction and many of the social welfare schemes have been announced by the government on widows’ remarriage. As such, widows’ remarriage is emphasized by the government, but still the present society is full of conventional ideas on widowhood and not accepting the widows’ remarriage. Of course, the media is also playing significant role in popularizing the widows’ remarriage and such other social practices.

18. The collected opinions of all respondents on widows’ remarriage revealed that, 57.5% have felt that women lose their dedication to their life mates if they remarry after the death of their husband, 25.5% have accepted it as good practice to give new life to destitute and 17.0% have follow the legal sanction regarding widows’ remarriage. In this regard, mass media helped women to get awareness about the legal sanction for widows’ remarriage, but due to social culture, majority of the respondents have not accepted remarriage of widows so far.

19. The role and responsibility of married women in family revealed that, 16.2% of all the respondents have remarked that they have superior role and more responsibility compared to their husbands, 31.2% have stated that they have equal role and responsibility compared with their husbands, 28.7% have stated that they have lower role and lesser responsibility compared to their husbands and for the remaining 23.7% of the respondents, it is not applicable as they include widows, divorcees, separated and unmarried respondents. When compared the views of the housewives to that of working women, it is highlighted that
more and more working women are playing greater or superior or even equal role with their husbands and majority of the housewives have lower role and lesser responsibility compared to their husbands. Overall, the respondents have equal or lower role to play in the family compared to their husbands.

20. On the source of knowledge, 27.0% of all respondents are getting knowledge from their family members and relatives, 14.0% are getting knowledge from their friends, 5.7% are getting knowledge from education, majority that is, 87.2% of the respondents are getting knowledge through mass media and 2.5% are also getting knowledge and news from other sources.

21. When the information collected on sources of knowledge is analyzed, mass media is most powerful media from which a large number of respondents are getting knowledge and news and family members, relatives and friends are also playing significant role in providing knowledge to respondents. Comparatively, more working women are getting knowledge from mass media and more housewives are getting knowledge from family members and relatives.

22. Earlier family occupations were based on caste and due to increase in education and knowledge among people, the caste based occupations started to disappear. Today, people are engaged in newer occupations based on their education not on the basis of their castes. But, the family occupations have historical significance. The collected data revealed that still agriculture is leading family occupation for nearly one third 31.2% of the respondents and industry or small business including self-employment (24.2%) and informal sector employment are also family occupations of the respondents.

23. It is noted that earlier there were no formal sector employment, but still more number of respondents have chosen that their family occupation is formal sector employment. It may be so that their parents or parents-in-law were engaged in formal sector employment and as such, the
respondents may have chosen formal sector employment as their family occupation. Like family occupations, the occupations of the respondents also plays significant role in determining the economic status and knowledge of the respondents.

24. As discussed above, total 200 working women were surveyed to collect primary data. The occupational structure of these respondents revealed that, 14.0% of the working women are employed in agriculture, 16.5% are involved in industry, business or self-employment, 42.5% are engaged in formal sector employment and 27.0% of the working respondents are engaged in seasonal or informal sector of employment.

25. The occupations of husbands of respondents shows that, husbands of 40.7% of all the respondents are engaged in formal sector employment, husbands of 14.2% of all the respondents are involved in agriculture, only husbands of 10.2% of all the respondents are engaged in business, industry or self-employment and it is not applicable to 23.7% of the respondents as they do not have husband.

26. Economic independence is essentially suggested for women so as to get gender equality in family and society. For this purpose, the women are participating in employment outside like men. The monthly income of the women is also decisive factor in assessing extent of economic independence of working women. The personal monthly income of all the respondents shows that, 50.0% of the respondents have no income of their own as they are housewives, 17.0% have monthly income of less than Rs. 5000, only 11.7% have monthly income between Rs. 5001 to Rs. 10000, about 11.0% have monthly income between Rs. 10001 to Rs. 25000, only 9.2% of the respondents have monthly income between Rs. 25001 to Rs. 50000 and the monthly income of 1.0% of the respondents is more than Rs. 50000. On the basis of income of the respondents, it can be concluded that most of the respondents are from middle class families.
27. Like the respondents’ individual incomes, the incomes of their husbands are also playing important role in determining economic status of family. It is revealed that husbands of 36.5% of the respondents have monthly income between Rs. 25001 to Rs. 50000, husbands of 10.0% of all the respondents have monthly income between Rs. 10001 to Rs. 25000, husbands of 10.7% of all the respondents have income between Rs. 5001 to Rs. 10000 and husbands of 18.0% of the respondents have monthly income of less than Rs. 5000. When the collected data on the respondents’ monthly income and income of their husbands is analyzed, majority of the respondents are from the middle class families. As such, they are well versed with the knowledge about the mass media and related media tools.

28. On the monthly family income of all the respondents from all the sources revealed that, family income of 30.5% is less than Rs. 10000, family income of 14.2% is between Rs. 10001 to Rs. 20000, family income of 24.7% is between Rs. 20001 to Rs. 30000, family income of 18.2% of the respondents is between 30001 to Rs. 50000 and family income of 12.2% of the respondents is more than Rs. 50000.

29. It is noted that to know about the impact of mass media on the people of different income groups, the researcher was interviewed many Class I and Class II officers, the farmers, the people living in slums in towns and Gulbarga city, women engaged in vegetable selling, animal husbandry, agricultural workers, etc. As such, the family income ranges of these women are also varied to a greater extent on the basis of their occupations.

30. The economic status of family and women also depends on the worth of properties owned by family or women. As such, information on worth of properties owned by families of the respondents shows that, 26.2% of families of the respondents have owned properties worth between Rs. 2 lakhs to Rs. 10 lakhs, the families of 22.2% of the respondents have owned properties worth more than Rs. 10 lakhs, that of 21.5% of
31. To live happily in their socio-economic life, it is essential that the women must be satisfied in their socio-economic life. It is clear from the present study that only 47.0% of all the respondents are fully satisfied in their socio-economic life, 39.5% are satisfied to a greater extent and surprisingly, 13.5% of all the respondents are not satisfied with their socio-economic life respectively.

**Impact of Mass Media on Women:**

32. There are many types of mass media, which have made attractive impact on women from different socio-economic backgrounds. The oldest mass medium is newspapers and magazines, which give information on news, events, analysis of events, entertainment such as stories, poetries, quiz, general knowledge, etc. To gain latest knowledge, earlier the people were entirely depending on the newspapers and magazines. Still, they are popular in publishing latest daily news and weekly or monthly analysis of news and events. One of the disadvantage of use of newspapers and magazines is that they are useful to only literate and educated people.

33. Generally, people read newspapers daily by visiting library or even subscribing them daily or weekly or monthly. As many women visit the library, it is not possible for few of the women to visit daily to the library and few women also may have subscribed newspapers to their houses daily. Further, magazines are published periodically, that is weekly, fortnightly, monthly and so on.

34. The frequency of use of newspapers and magazines by all the respondents shows that, 58.7% are daily reading the newspapers and magazines, 15.2% are reading the newspapers and magazines regularly,
10.7% are reading the newspapers and magazines occasionally and 15.2% are not at all reading the newspapers and magazines.

35. It is highlighted that the newspapers and magazines are only useful to literate and educated women and the women have to spare their leisure time to read these media and hence, after the radio and television, their use is comparatively lesser. The reasons for not using newspapers and magazines given by few (15.2%) of the respondents revealed that, 5.2% are illiterates, 1.7% are poor and can’t able to subscribe the newspapers and magazines, 3.2% are not interested and 5.0% of the respondents even though interested to read, still they are suppressed by their family members.

36. It is surprising to note that few of the respondents are suppressed by their family members from reading newspapers and magazines, which show the gender inequality in the family, even few of the respondents are working outside. Illiteracy has also main factor to curb the reading of newspapers and magazines as expressed by many respondents.

37. Language of communication plays significant role in presentation of news items and events in case of newspapers and magazines. If the women are highly educated, then they use newspapers that are published in English and generally, women read the newspapers and magazines in their mother tongue. The mother tongue or regional language is playing significant role in use of newspapers and magazines as 71.2% of the respondents are reading Kannada language newspapers and magazines. English is also popular language as 13.5% of the respondents are reading English Newspapers and Magazines. Even though, Hindi language is national language, it is less popular as only 6.2% of all the respondents are reading Hindi newspapers.

38. Majority of the people including women do not read newspapers and magazines entirely, but read the interested news, events, entertainment information, stories, market, business related information, serials, lifestyle, etc that are published in newspapers and magazines.
The collected data made it clear that many of the respondents, be it working women or housewives, are interested to read in more than one column or section in newspapers and magazines.

39. The reading interests of all the respondents revealed that, 48.2% are reading columns on politics, economics and society, 39.2% are reading columns published on health, fashion, nutrition, etc, 23.5% are interested to read columns published on education, technology, etc, 37.5% are interested to read columns published on entertainment that include cinema, stories, poetry, etc, 3.5% are interested to read on other aspects and it is not applicable to 15.2% of the respondents as they are not reading newspapers and magazines. Politics, society, economics including markets and business, health, nutrition, fashion and entertainment columns are most read by a great majority of the respondents covered under the study. On the other hand, only few of the respondents are interested in education, technology, learning, etc.

40. Many of the respondents have furnished more than one type use of newspapers for the women’s development. Particularly as stated by all the respondents on usefulness of newspapers and magazines, 18.0% have remarked that newspapers create awareness on women’s status at international level, 44.0% have felt that newspapers educate women and update their knowledge, 32.7% have stated that newspapers helps to gain economic status and employment for women, 35.0% have expressed that newspapers helps for the overall development of women, 6.7% have opined that newspapers are also helpful in other aspects and it is not applicable to 15.2% of all the respondents as they are not reading newspapers and magazines.

41. On the impact of newspapers it is summarized that, newspapers are helpful to the women’s overall development. But, it is noted that many of the respondents are using only few columns of the newspapers and glance only on interested topics or columns. Hence, it is suggested for
every woman to read newspapers and magazines, so as to gain knowledge on different spheres of society.

42. Like newspapers and magazines, radio is most frequently used mass medium by masses. There are many channels such as Akashavani (Kannada), Vividh Bharati, National Network, British Broadcasting Corporation (BBC), dedicated news channel, 93.5 FM reserved for the entertainment, etc. After the cellular phones came to market, radio was one of the features of these phones.

43. Radio is powerful mass media as all the respondents are regularly listening and many of the respondents are listening more than one channel. On the listening of radio channels, 34.5% of the total respondents are listening Akashavani Gulbarga, 15.0% are listening Vividh Bharati or National Network, 69.0% are listening 93.5 Red FM and 2.2% are listening BBC or Ceylon Networks.

44. From the radio channel listening habits of the respondents, it is revealed that a great majority of the respondents are interested in entertainment as 93.5 Red FM is channel for film songs. Only few of the respondents are interested in informative channels like Akashavani Gulbarga. Further, meager of the respondents are interested in international news networks like BBC. Hence, it can be concluded that radio is listened by majority of women as entertainment media.

45. The different programmes listened by the respondents shows that, 21.7% are interested to listen programmes on society, health, beauty, news, etc, 25.7% are interested to listen programmes on agriculture, employment, occupation, etc, 7.7% are interested to listen programmes on education, technology, etc and 80.0% of all the respondents are interested to listen programmes related to entertainment, cinema songs, drama, jokes, etc.

46. It is found from the collected data on interested radio programmes of the respondents that almost all respondents are interested in entertainment. Considerable numbers of respondents are also interested in agriculture, occupation, employment, society, health, etc in radio programmes.
Lesser numbers of respondents are interested in education and technology from radio programmes.

47. One the usefulness of radio programmes for development and empowerment of women, many of the respondents have stated more than one type use of radio. Particularly, among all the respondents, 27.0% have stated that radio increase awareness on status of women, 49.2% have remarked that radio increase knowledge on employment, occupation, etc, 15.2% have opined that radio increased the knowledge on education, technology, news, general knowledge, etc, 15.5% have responded that radio is developing women by providing tips on health, fashion, lifestyle, nutrition, etc and 6.5% have given other uses of radio programmes which helps for the development and empowerment of women. Majority of the respondents have realized that radio empower and develop women by increasing their knowledge on employment, occupation, status of women, etc. Comparatively less numbers of women are aware about the education and technological knowledge that is available from radio programmes.

48. It is noted that many of the respondents have gained from more than one advantage from the programmes of the radio. Particularly, 15.2% have stated that radio increased their education and knowledge, 27.5% have expressed that radio increased their awareness on occupation, agriculture, employment, etc, 23.7% have remarked that radio increased their health living, 51.2% have opined that the radio is just for their entertainment and 51.2% have responded that radio is for other purposes also. So, radio has increased the education level, increased knowledge, awareness on the occupation and employment of the respondents, healthy living, etc.

49. Television has become biggest entertainer and information source of the women, as it telecasts the programmes on different aspects including devotion, news, politics, health, astrology, cartoon, serials, family aspects, entertainment, etc. Due to the invention of television, women in
all the remote areas such as rural areas become aware about all the current and facts and the women are well aware about the importance of television programmes.

50. The hours of watching television of all the respondents disclosed that, 10.7% are watching television for 1 to 2 hours, 29.0% of the respondents are watching television for 3 to 4 hours, 25.0% are watching television for 5 to 6 hours, 22.7% are watching television for more than 06 hours and 12.5% are watching television occasionally. Surprisingly, it is highlighted that more than half of the respondents are watching television for more than 04 hours daily; it shows that television is most popular mass media among all the media in India.

51. On years of watching television of the total respondents, 43.2% are watching television since last ten years followed by, 30.2% are watching television since last five years, 17.7% are watching television since last twenty years, 6.7% are watching television since last one year and 2.0% are watching television since lifetime. It is observed that almost respondents are familiar and habituated with television since longer period that is more than five years. As such, there is higher impact of television on these women compared to all mass media.

52. The television channels broadcasts programmes on different aspects and that include sports, news, serials, movies, movie songs, dramas, cultural programmes, information on occupations and professions, education, devotion, commercial advertisements, cartoon, agriculture, etc. Even many of the channels are specialized in sports, devotion, news, cinema, cinema songs, commercial advertisements, etc. The watching television programmes depends on the personal interests of the women and these interests may be more than one type of interests.

53. The particular interests of all the respondents in watching television depicted that, 17.0% are watching programmes on news and politics, 49.2% are watching programmes on movies, songs and serials, 34.2% are watching programmes telecasted for women, 16.5% are watching
programmes on health and education, 14.2% are watching programmes on agriculture, employment, occupations, etc, 9.5% are watching devotional programmes, 1.0% are watching other types of programmes and 21.5% are watching every programme in television.

54. The interests of women in watching programmes shows that women are more entertainment oriented and only few are interested in programmes related to women, health, occupations, employment, news, politics, etc. Still more than one-third of the women covered under the study are interested in informative and educative programmes such as news, politics, occupations, employment, women, health, etc.

55. The preferred television networks of all the respondents revealed that a few of the respondents are preferred to watch more than one network. Particularly the preference of the respondents shows that, 12.7% have prefer to watch Dooradarshan Network, 24.7% have prefer to watch Zee Network, 24.0% have prefer to watch Star Network, 19.2% have prefer to watch Sony Network, 41.2% prefer to watch Sun Network, 7.5% prefer to watch other networks also and 44.0% of all the respondents prefer to watch all the channels from all the networks mentioned above.

56. At the time of collection of primary data, it was observed that majority of the respondents prefer to watch the television programmes in regional language, Kannada. When asked to the respondents, they have opined that Kannada is most favoured language for them while watching television programmes. Consequently, the Kannada TV channels are mostly watched by the women.

57. When the particular features of these Kannada television channels are analyzed it was found that E TV, Dooradarshana (Kannada), Chandana and DD9 are specialized in diverse types of programmes including regular serials, cultural programmes, education, news, knowledge, employment, occupations, health, etc. Udaya TV is specialized for its serials and movies. Suvarna News, TV9, Public TV, Samaya News, etc
are specialized in news and politics. ‘In’ Channel is specialized for local news, movies, local events, etc and is from Gulbarga city.

58. Particular preference of all the respondents in watching different TV channels depicted that, 38.2% have preferred ETV Kannada, 49.0% have preferred all the channels under Udaya Network, 20.2% have preferred TV9, Suvarna 24x7, Public TV, Samaya News, Kasturi, etc, 13.2% have preferred Dooradarshan, DD9 and Chandana, 13.2% have other channels preferred and 17.0% have preferred all the channels mentioned above.

59. There is more than one purpose of watching television programmes as stated by many of the respondents. The purposes of watching television programmes as stated by all the respondents shows that, 53.2% are watching television programmes for entertainment, 31.5% are watching television as source of knowledge and information, 9.2% are watching television as influence from others and 23.5% are watching television programmes as per all the purposes mentioned above. It is surprising to note that even though television programmes gave knowledge and increases the knowledge of women, only few of the respondents are watching television as source of knowledge and information and even a fewer respondents are watching television programmes as they influenced from others.

60. On the awareness and increase in knowledge in different aspects from television programmes, it is observed that many of the respondents have gained from more than one aspects and information. By watching television, of all the respondents, 26.2% have increased their education and knowledge, 29.2% have increased their awareness on their occupations, employment, agriculture, etc, 22.0% have gained knowledge health, sanitation, cooking and nutrition, 66.0% have gained knowledge on society, culture, women’s status, news, politics, etc and 8.0% of all respondents have gained knowledge and awareness in other aspects.
61. Further, many of the respondents have gained in more than one aspects of development. Particularly, 26.2% of the respondents have gained from increase in education and knowledge, 46.7% have gained knowledge on equal status and rights of women, 19.0% have gained knowledge on ways for economic independence, 12.0% have gained knowledge on the status of women at the international level and 28.7% have gained awareness on women empowerment activities.

62. Of course, television programmes are useful and helpful for the women’s overall development. There are also many programmes which depict the status of women degraded and subjugated. As such, many of the television programmes are also deteriorated the women’s status in the modern society. In this regard, 9.2% of all the respondents have fully agreed that television degraded status of women by indecent representation in programmes and commercials, 18.7% have somewhat agreed that television degraded the status of women and majority, that is 72.0% of all the respondents have not at all agreed to the same. To conclude, it can be said few of the television programmes have degraded the status of women by indecent representation in commercial advertisements and programmes.

63. Many of the programmes are telecasted by television on crimes and gender based violence committed at different parts of the world. As such, these news is spread, which creates the legal awareness on the positive side, but it has also negative effects as there is increase these types of crimes against women. Due to the impact of television, 19.2% of all the respondents have agreed that crimes against women are increased, 47.7% have felt that there is exaggeration of crimes in television programmes and 33.0% have agreed that crimes against women are decreased due to increase in legal awareness. It is highlighted that the television programmes are both negative and positive impact on gender based violence. On the one hand, they
exaggerated crimes against women and on the other hand, crimes against women are reduced due to legal awareness among the common people.

64. The women have become aware about their rights in the society due to many of the television programmes. Gender equality, women’s autonomy and independence are prime areas, which are telecasted by many of the television programmes. In this respect, only 17.0% of the respondents have fully agreed that due to the impact of television, they have got equality, autonomy and independent status, 24.5% have agreed that they have gained equality, autonomy and independent status to a greater extent and 58.5% have not gained autonomy, equality and independent status due to impact of television. It can be concluded that to a greater extent, television has not affected the equality, autonomy and independent status of women.

65. The mass media are developing by the time and in various forms. Earlier, the press was powerful medium followed by radio and later television has played significant role in development of society by providing knowledge. As such, radio and television have higher impact on masses be it illiterate, low educated or highly educated. There are also other mass media developed after the television, but they are useful only to highly educated and computer literates. They include Information and Communication Technology (ICT) applications. The ICTs are groups of techniques developed to store, preserve, share and communicate knowledge and information and many of these applications are entertainment oriented. Mobile phones are also useful and operated by common people is part of ICT applications.

66. On the knowledge to use different applications of ICT, many of the respondents have given more than one type of application, which they are using from group of ICT applications. Among all the respondents, 66.5% have operating knowledge about CD and DVD players, multimedia, software and computers, 37.7% have knowledge about internet, World Wide Web, Search Engines, e-mail, chatting, blogs,
forums, groups, etc, 33.5% have knowledge about social networking web sites, 35.5% have knowledge about information sources such as e-books, e-encyclopedias, 98.0% have working knowledge about mobile phones and only 2.0% are not aware about any of the above said technologies. It is surprising to emphasize that even though many of the respondents are illiterates, still they are familiar about mobile phones, CD/ DVD Players and playing multimedia.

67. The expertise of all the respondents to use internet revealed that, 18.7% are experts in internet, 13.2% have good knowledge about internet, 5.7% are learning internet and 62.2% of all the respondents are not aware about internet.

68. On the frequency to use internet among all the respondents, only 12.7% are using internet daily, 14.2% are using internet weekly, 10.7% are using internet monthly or occasionally and it is not applicable to 62.2% of the respondents as they are not aware about internet. It is highlighted that good number of working women are experts in internet and as such they are using internet daily or weekly. Among the housewives, the internet usage is lesser.

69. The internet searching habits of respondents revealed that few of the respondents are searching more than one type of web sites. Only 9.5% are accessing and searching web sites of government departments and educational institutes, 11.7% are accessing and searching for web sites of NGOs and panchayat raj institutions, 12.7% are accessing and searching for the web sites related to women and child welfare, 35.5% are accessing searching web sites of e-books, e-journals, e-newspapers, etc, 37.7% are accessing and searching groups, discussion forums and blogs, etc, 33.5% are accessing and searching social networking sites, 6.2% are also searching and accessing other web sites and it is not applicable to 62.2% of the respondents as they are not using internet.

70. It is summarized that of the women who are using internet, the groups, discussion forums, blogs, e-books, e-journals, e-magazines,
e-newspapers, social networking web sites, etc are most frequently and popularly searched web sites. Only few of the women are searching for the government web sites, web sites of educational institutes, etc.

71. On the place of internet access as stated by all the respondents, 15.0% are accessing internet in their offices, schools, colleges, etc, 11.2% are accessing internet in their houses, 7.2% are accessing and using internet in cyber café, 4.2% are accessing internet in their mobile phones and it is not applicable to 62.2% of the respondents as they are not aware about internet. Offices, schools, colleges and houses of the respondents are major places, where women are accessing and using internet.

72. Many of the respondents are aware and use the internet. They are also using almost all the types of web sites. As such, they are very much familiar with the advantages of internet for women. The impact of ICT applications for the women’s empowerment and development are manifold and as such many of the respondents have expressed more than one type of impact. Particularly, of all the respondents, 15.2% are opined that ICT has changed the lifestyle of women, 17.7% have remarked that due to ICT there is greater acquaintance of women with education, learning, knowledge, technology, etc, 14.0% have stated that there is easy information availability on occupation and employment due to ICT, 14.7% have expressed that information is available on health, nutrition, etc easily due to ICT, 31.5% have responded that ICT applications are source of communication and entertainment and for the remaining 62.2% of the respondents, it is not applicable as they are not aware about the ICT applications. It is observed that majority of the respondents are using ICT applications only for communication and entertainment rather than as information source. If these applications are used as information sources, then there is more impact of ICT applications on women in terms of information in different aspects such as social status, economic independence, income generating activities, self-employment, occupations, etc.
73. It is emphasized that many of the respondents are using more than one ICT application regularly. Particularly, 22.7% of all the respondents are using search engines, 17.5% are using e-mail or chatting web sites, 11.7% are using web sites revealing news and events, 11.2% are searching social networking web sites regularly and it is not applicable to 62.2% of all the respondents as they are not aware about the ICT applications including internet.

74. On their memberships to social networking sites, few of the respondents are members to more than one type of social networking web site and even few of the respondents are not members to any of such sites. Only 17.5% are members to Face book, 7.2% are members to Twitter, 2.7% are members to Orkut, 1.5% are members to other social networking sites such as skill pages, linked in, etc, 19.5% are not members to any of such sites and 62.2% are not aware about ICT applications including internet and it is not applicable to them. It is observed that only few of the respondents are members to social networking sites.

75. As good number of respondents are members to social networking web sites, on the advantages of such web sites, 10.2% of the total respondents have stated that social networking web sites helps to get contacts of old friends, 5.2% have agreed that these web sites extends social contacts of persons with similar hobby or interests, 2.7% have remarked that they helped to gain knowledge in different areas, 19.5% of all the respondents are not aware about the advantages of social networking web sites and it is not applicable to 62.2% of all the respondents as they are not aware about ICT applications including internet.

76. There are also disadvantages as stated by few of the respondents, particularly, 11.5% of all the respondents have stated that there is misuse of personal contacts in social networking web sites, 6.7% have expressed that there is indecent behaviour by some people in social
networking web sites, 19.5% of all the respondents have stated that they are not aware about the disadvantages of social networking web sites and it is not applicable to 62.2% of all the respondents as they are not aware about ICT applications including internet.

77. All types of mass media are accessed by all the women, but the collected primary data revealed that still majority of all the respondents are not aware about the ICT applications. Further, even though aware, women are hesitated to use different applications of ICT in public areas such as Cyber Cafes. Even many of the respondents have expressed that there are barriers to access ICT applications especially internet and particulars of such barriers as revealed by all the respondents shows that, 13.2% have agreed that there is gender inequality and cultural barriers, 4.7% have agreed that there are technological barriers, 19.7% have stated that there are family and economic restrictions and it is not applicable to 62.2% of all the respondents as they are not aware about ICT applications especially internet.

78. Apart from barriers to access and use ICT applications, there are also disadvantages of ICT applications for women. They include indecent representation of women, objectionable content, etc. On the disadvantages of ICT applications for women, 15.7% of the total respondents have stated that there is indecent representation of women in few web sites, 24.5% have remarked that there is objectionable content in internet, 15.5% have emphasized that views of public are not good in visiting cyber café, 12.7% have stated that there is cultural degradation of women in internet and it is not applicable to 62.2% of the respondents as they are not aware about ICT applications including internet. It is observed that all the respondents are aware about the disadvantages of internet.

79. It is highlighted that there is gender inequality in use of ICT applications as many of the respondents have stated that views of public are not good
in visiting cyber café. Hence, it is indicated that women are restricted to use internet in cyber café in many families.

80. The use and impact of each of mass medium namely, radio, press, television, ICT applications including internet, multimedia, etc are analyzed. Overall, what is impact of mass media on women in general is examined. If the mass media is effective, then life styles of women will be improved and developed in day to day life. On the improvements of lifestyles of women due to impact of mass media, 35.2% have expressed that there is improvement in education, knowledge and culture, 13.2% have stated that there is improvement in ways of communication and language, 22.2% have remarked that there is improvements in traditions and social practices in family, 60.0% have opined that there is increase in use of cosmetics, modern clothes, etc, 13.0% have responded that there are also changes in other aspects and 29.7% have also emphasized that there is degradation of culture, traditions and social values due to the impact of mass media.

81. Working women have to play dual role in family as well as in their offices. As such, they have lack of time to read, watch or search different mass media that are available. On whether the working respondents do not have sufficient time to use mass media, it is revealed that 31.5% have insufficient time to use mass media, 18.5% have sufficient time to use mass media and it is not applicable to 50.0% of the respondents as they are not working and unemployed housewives.

82. It is highlighted that, in many families, the women are depressed and deprived from watching television and accessing and using internet and even reading newspapers and magazines. The reasons given by the male family members are that the women may forget their culture, women are for household work, etc. In this way, women are suppressed and depressed to use and access of mass media. On the different restrictions in use of mass media for women, of all the respondents 25.5% have expressed that there is cultural restrictions on use of media like internet,
5.7% have stated that there are restrictions to use only few television programmes, 14.5% have stated that women are suppressed to use mass media in family and 54.2% have opined that there are no restrictions and women have full freedom to access and use mass media. It is emphasized that even though internet is useful information and knowledge source for the women, nearly one-third of all the respondents have stated that there is restrictions on women to use internet. It shows the gender inequality in terms of cultural restrictions.

83. Mass media impact on different aspects of women’s life. It may be health, education, knowledge, culture or lifestyle, there is improvement in lives of women due to the impact of mass media. Health is one of the significant aspects, which is revealed in many of the columns in newspapers and magazines, programmes of radio and television and web sites in internet. On the other hand, much use of mass media like television and computer affects health problems such as lower vision, dependency, etc. On impact of mass media on women’s health, among all the respondents, 33.7% have expressed that there is increased awareness on health and well being, 31.2% have stated that there is increased in knowledge about health and nutrition, 13.7% have responded that there is lower vision and addiction to media, 16.7% have remarked that there is increased dependency on mass media for all health issues and 4.5% have stated other impacts of mass media on women. It is noted that majority of the respondents have highlighted that impact of mass media is very good for increasing awareness and maintaining health and nutrition for women.

84. Like health and nutrition, the social values, morality and ethics are also playing significant role in social life of human beings. Many of the studies were already proved that few of the television programmes and few of the web sites have degraded the status of women and demoralized the people. Many of the critics also highlighted the adverse effects of television programmes and adverse impact of internet on the
society. It is highlighted that 67.5% of the respondents have agreed that there is decrease in morality, ethics and social values due to the impact of mass media followed by, 18.7% have opined that there is no impact on ethics, morality and social values and 13.7% have felt that there is increase in ethics, morality and social values due to impact of mass media. It is emphasized that there is decrease in morality, ethics and social values as impact of mass media.

85. There is also criticism against mass media that crime has been increased due to impact of mass media. Many of the television programmes such as crime time, crime news, etc exaggerate the crime related news and events in their programmes. As such, many people watch the programmes and due to impact of such programmes few even enter into crime world. In this way, crimes are increasing due to the impact of mass media. In this regard, 50.7% of all the respondents have fully agreed that there is increase in crime due to impact of mass media, 27.2% have highly agreed that there is increase in crime due to impact of mass media and 22.0% have not agreed to the same. Surprisingly, it is emphasized that there is increase in crime due to the impact of mass media. As the media is highlighting the criminal events and activities in society in their programmes, there is increase in crime in society due to these programmes.

86. Children are more addicted to mass media, especially television and internet in towns and cities. As such, by giving up their school studies, they are wasting their time in watching television programmes and surfing internet. In this way, mass media have also negative effect on children. On the other hand, many of the useful programmes such as quiz competition, Kaun Banega Crorepati, science and technological programmes, etc in television and information sources such as Wikipedia in internet also helps children to increase their knowledge. Impact of mass media on children revealed that, majority, that is 52.5% have felt that mass media spoils the education of children followed by,
28.7% have agreed that mass media is source of learning and developing knowledge of children and 18.7% have felt that mass media is source of entertainment for children. Overall, it was found that mass media spoils the education of children. It is also revealed that it is source of education and knowledge for children, but many children and parents do not such use of mass media for learning.

87. On impact of mass media on agriculture and allied sectors, it is noted that many of the respondents are aware that mass media helps to develop agriculture and allied sector in more than one way and hence, the impact of mass media on agriculture is manifold. On the impact of mass media on agriculture and allied sectors, of all the respondents, 69.7% have stated that due to impact of mass media, there are improved methods of agriculture, guidance from experts, etc, 39.2% have stated that there is increase in knowledge about fertilizers, pesticides, equipments, etc, 24.0% have stated that there is increase in knowledge of farmers about welfare schemes for farmers, 37.2% have expressed that there are better prices for agricultural products due to impact of mass media and 9.5% have remarked other benefits of mass media for agriculture and allied sectors. It is emphasized that almost respondents are aware about the impact of mass media on agriculture and allied sectors.

88. Impact of mass media on women’s employment also, there are more than one benefit or advantage and as such many respondents have responded to more than one type of advantage. Among all the respondents, 21.7% have stated that due to mass media it has become possible to get information on more avenues of self-employment and employment for women, 15.0% have responded that due to mass media, knowledge is gained about different occupations, 33.5% have stated that mass media become powerful tool in providing information on socio-economic empowerment schemes for women, 58.7% opined that knowledge on employment opportunities in different sectors is available through mass media, 27.2% have remarked that there is skill
enhancement in different sectors through mass media and 9.7% have
give other uses of mass media on women’s employment.

89. On the impact of mass media on informal sector or seasonal
employment, 15.5% of all the respondents have stated that impact of
media increased knowledge on employment opportunities in seasonal
employment, 13.2% have felt that impact of mass media made improved
work life in different occupations, 19.5% have expressed that impact of
media increased expertise of women in different occupations and 51.7%
have stated that due to impact of mass media there is increase in legal
awareness and rights of workers in informal sector or seasonal
employment sector.

90. On the impact of mass media on rural development also many of the
respondents have told more than one type of impact of mass media on
rural development. Particularly, 54.2% of all the respondents have stated
that there is more awareness on local government as impact of mass
media, 36.2% have remarked that there is increase in knowledge of all
people on rural development schemes, 22.5% of the total respondents
have responded that due to mass media, there is increased popularity of
village based handicrafts and occupations, 42.0% have stated that there
is increase in knowledge about political administration and transparency
in administration and 61.0% have opined that there is increase in
knowledge of all people about all cities and villages. When the opinions
of all respondents on impact of mass media on rural development are
summarized, it is concluded that mass media helped rural development
in all respects.

91. The impact of mass media on society is also multidimensional as many
of the respondents have given more than one response. Among all the
respondents, 69.0% have highlighted that there is improve and modern
life style followed by, 57.7% have stated that there is increase in
knowledge equally available to all, 37.0% have agreed that there is
faster communication due to mass media, 24.5% have opined that there
is decrease in corruption and more transparency in administration, 13.0% have expressed that there is reduction in gender based violence and crime and 6.7% have also given other impact of mass media on society.

92. It is emphasized that most of the respondents surveyed have given more than one type of impact of mass media on trade and commerce. Particularly of all the respondents, majority that is 89.5% of the respondents have remarked that impact of media made to know about the offers, discounts, etc on the different products in market, followed by 66.7% have stated that due to mass media there is increased knowledge about different products at different markets, 35.2% have opined that best products are available at fair prices due to mass media, 32.2% have responded that there are extended markets for producers and dealers for their products due to the impact of mass media and 19.0% of all the respondents have also given other types of impact of mass media on trade and commerce. It is highlighted that mass media has boosted trade and commercial activities and thereby helped women by providing knowledge about best products, prices, offers, discounts, markets, etc and on the other hand, mass media also provided extended markets for producers and dealers.

93. On the deprivation of rural women from use of mass media, it is surprising to note that, majority that is, 50.5% have agreed that rural women are deprived from use of mass media like internet, whereas 34.7% have not agreed to the same and 14.7% have not give their opinions on the same. Hence, it can be concluded that rural areas are obstacles for women’s development as rural women are deprived from use of mass media.

94. There are more than one type of disadvantages of mass media as stated by many of the respondents covered under the present study. It is noted that 47.7% of the total respondents have stated that mass media shows the exaggeration of crimes in society, 39.5% of all the respondents have
remarked that modern life styles depicted in mass media may harm the well being of the society, 55.7% of the respondents have opined that much objectionable content is there is mass media and as such it is harmful to children, 60.2% of the respondents have opined that mass media is threat to social values and value based traditions and 7.0% have also given other types of disadvantages of mass media. Hence, there is need to improve the programmes and content of mass media by limiting and restricting the modern living by giving up social values and culture, crime related content, etc.

95. It is highlighted that, many of the respondents have also stated more than one type of negative implication of mass media on society. On the negative implications of mass media among all the respondents, 18.2% have stated that in many cases, use of mass media is waste of time, 32.7% have expressed that there is moral decay due to impact of mass media, 9.2% have agreed that there is strain or ill health due to use of mass media, 46.5% have remarked that there is increase of crime in society, 39.5% have stated that there is abnormality in the name of modernity as negative impact of mass media, 60.2% have agreed that there is social and cultural degradation as negative impact of mass media and 9.5% have also given other negative implications of mass media on society. There are many negative implications of mass media on society as stated by majority of the respondents. There is cultural and social values degradation and there is also threat that children may spoil their education and life due to the impact of mass media. It is also highlighted that there is increase in crime due to exaggeration of crime programmes in mass media.

96. Impact of mass media on gender based violence as expressed by all the respondents revealed that, 16.7% have remarked that there is decrease in domestic violence, 9.7% have stated that the atrocities against women are decreased, 25.0% have stated that the gender inequality is reduced and surprisingly, 48.5% have stated that none of the violence acts are
reduced, but they are increased due to impact of mass media. It is surprising to note that even though there are good messages conveyed from different columns in newspapers and magazines, best programmes in radio and television channels and also awareness on women’s equality and related legislations, still majority of the respondents have opined that there is increase in gender based violence rather than decrease in such type of atrocities and violence against women.

97. It is noted that many of the respondents have stated more than one type of impact of mass media on women empowerment. Among all the respondents, 46.7% have stated that due to impact of mass media, there is increase in awareness on law and rights of women, 21.7% have remarked that there is increase in knowledge about self-employment of women, 33.5% have stated that there is increased knowledge on women empowerment schemes, 39.2% have stated that due to impact of mass media, there is increase in knowledge on health, nutrition and education of women and 22.5% have also expressed impact of mass media in other ways for women’s empowerment.

98. On the overall impact of mass media on society, 38.5% of the respondents have stated that there is highly positive impact of mass media on society followed by, 25.7% have stated that there is fully positive impact of mass media on society, 20.0% of all the respondents have stated that there is highly negative impact of mass media on society and 15.7% have opined that there is fully negative impact of mass media on society respectively.

99. On the status of women due to impact of mass media of all the respondents, majority that is, 54.2% have remarked that there is increase in status of women due to impact of mass media followed by, 23.0% have expressed that there is decrease in status of women due to impact of mass media and 22.7% have stated that there is no change in status of women due to impact of mass media. It is highlighted that to a greater
extent, the status of women is changed in the modern society due to impact of mass media.

100. The suggestions given by the respondents for the overall improvement and development of mass media are more than one type. Among the total respondents, 39.5% have suggested to reduce crime news telecasts, 69.5% have suggested for more programmes on improvement of learning and knowledge, 30.2% have suggested to increase programmes on women empowerment and 19.7% have suggested in other ways to improve and develop mass media in effective way.

7.3. Suggestions and Recommendations:

The following suggestions are made from the present study.

1. The women must give much importance to basic facilities such as separate kitchen rooms, toilets, bath rooms, latrines, etc in their house.
2. The women must be given decision making authority in the family as they have also got knowledge about everything due to impact of mass media.
3. It is suggested to elders in families to provide equal importance to girls and women in education, employment, marriage and family.
4. It is suggested to women to know about the evils of practices such as dowry practices and know about the advantages of widows’ remarriage in giving life to women.
5. It is suggested to open public libraries in every rural areas to encourage use of newspapers and magazines for women.
6. Apart from entertainment, women should know about the significance of different programmes in radio and television so as to get education and improve their knowledge.
7. It is suggested to the television channels to restrict and control gender based violence, objectionable content, etc in their programmes.
8. It is suggested to the television channels to telecast programmes that suit the knowledge and entertainment needs of all the family members including children.

9. The television channels must highlight the social values, gender equality, rights of women, etc so as to empower women in society.

10. Use of Information and Communication Technology (ICT) applications are common to get education and knowledge. Hence, the society should develop broadmindedness on its use. As such, the family members and society should encourage women to use the applications of ICT especially internet to gain knowledge on different aspects.

11. It is suggested to women to achieve the gender equality in use of mass media.

12. It is suggested to the Government to restrict and control objectionable content in internet and indecent representation of women in web sites and television programmes.

13. The television channels must stop exaggeration of crimes in their programmes, which increase crimes and violence in society.

14. The television channels and web sites should spread social values, value based traditions, ethics, morality, etc through their programmes and web pages and also must uphold the social values and culture in their programmes and web pages.

15. Strict Censoring of the web sites is essential in internet as children are also searching internet and much objectionable content is available on the web, which increase the immorality and non-ethics among children.

16. The mass media must educate and increase awareness against social evils like dowry practice, child marriage, Devadasi, etc and also encourage practices like widows’ remarriage, education, etc.
7.4. Conclusion:

Mass media is not only a mirror of the society but also an instrument of social change. It must inform and educate the society and also act as a medium of communication between various organs of the society, between the government and the masses and between the elected representatives and the voter. Media must have a close look at the society in all its manifestation with a penetrating eye; its job is to reflect the aspirations of the people and to spread noble ideas. It must expose social evils and help in their eradication. It is its responsibility to critically examine facts and to project them in an objective manner.

The sacrifice of hard news at the altar of commercialization is creeping into the media at an alarming speed. Journalists are under tremendous pressure from their proprietors to accommodate commercial news that is no more than commercial publicity material. It is destroying fearless and investigating journalism. TV channels are trying to raise viewers’ attendance for news with visuals that could hook them. Television news, wittingly or unwittingly, is contributing to the dumbing down of the society. The convergence of media with communication, business and entertainment based on the great revolution in information and communication technology is a challenge and an opportunity.

Mass media with its fastest growing popularity attracted different types of audiences and provided information, news, events, training, education, entertainment, etc according to their interests. Hence, the audiences have specific interest in watching or using mass media. Media serves almost all the kinds of audience. Women are immensely benefited from mass media as now they are aware of their rights and privileges in the society. Due to such awareness, they are getting more status and respect in the society. The present study analyzed the impact of mass media on working women and housewives.
It is noted that irrespective of their age, education, marital status, living, background, income, etc, women are using almost all types of mass media except Information and Communication Technology (ICT) applications. As revealed by the study, even though the women have not possessed basic facilities like separate kitchen room, separate bathroom, etc in their houses, still they have possessed modern media such as television and cell phones and it shows the importance given by women to mass media. In case of educated women, ICT applications are also used highly.

Majority of the women emphasized for girls’ education for the purpose of outside employment as they have learnt the lessons from media. Due to such awareness, they are now needed equal rights in respect of education, employment, marriage and family. Increasingly women are equally participating in family decision making along with their husbands. But still there are few of the practices such as dowry and widowhood (opposition to widows’ remarriage), are approved by majority of women due to orthodox ideas. It is highlighted that mass media is the biggest source of information and knowledge along with entertainment for women.

Even though due to poverty and illiteracy, press (newspapers and magazines) and Information and Communication Technology (ICT) applications are not used by the women, still radio and television are playing significant role in imparting knowledge among women. It is revealed from the study that even though mass media is increasing the information and knowledge of women, still great majority of women are using mass media for entertainment.

When observed, big radio sets are not owned by majority of the respondents, but are listening radio in their cell phones. Almost all the respondents have owned colour television sets along with satellite channels. Only few of the respondents have owned their own computer systems and few of the respondents are also accessing and using internet in their mobile phones.
Entertainment is major purpose of almost all the respondents in use of different types of mass media. But still, many of the women are aware about the advantages of mass media in education, training, gaining knowledge on different occupations, social welfare, politics, social trends, health, nutrition, child rearing, recreation, physical fitness, yoga, meditation, devotion, etc. Regional language and mother tongue are the most powerful languages for women as majority of the respondents are watching and using mass media in these languages. It is emphasized that only few of the respondents are using ICT applications especially internet, but almost respondents are using CD/DVD players in their houses. The expertise of majority of the women in searching and using internet is average or poor. Many of the women are hesitate to use internet at public places as the views of public are not good in visiting such places and there are also family and cultural restrictions to use internet in their houses. It shows the gender inequality in use of mass media. An overwhelming majority of women are not at all using social networking web sites.

Overall, impact of media is very good in use of modern items such as cosmetics, clothes, practicing lifestyles, education, knowledge, culture, etc. On the other hand, there is also degradation of culture, traditions and social values due to impact of mass media. For few of the women still there are cultural restrictions, restrictions to use only few programmes in television and complete restrictions to use all types of mass media. In this way, women are suppressed and restricted to use mass media in some families.

Women have got increased awareness on health, well being, nutrition, etc as advantages from mass media and on the other hand, but as expressed by many respondents, mass media increased dependency and addiction and also created problems of lower vision. It is surprising to note that as agreed by women, mass media decreased morality, ethics and social values and increase in crime and violence. To a greater extent, mass media has become entertainment media for children and spoiled their education.
Agriculture got immense benefits from impact of mass media as there is knowledge about improved methods of farming, guidance from experts, knowledge about fertilizers, pesticides, agricultural equipments, welfare schemes for farmers, better prices for agricultural products, etc. Women are getting knowledge about employment in different sectors, occupations, increased knowledge in self-employment, knowledge on socio-economic empowerment schemes, etc due to impact of mass media. Even women engaged in informal sector or seasonal employment have got awareness about their rights and legal awareness about their occupation as worker. Further, there is improved work life in different occupations, increased expertise in different occupations and knowledge about employment opportunities in different occupations grouped under unorganized sector or seasonal employment due to impact of mass media for women.

It is highlighted that women have got more awareness on local governments like panchayats, reservation for women in panchayats, knowledge on rural development schemes, knowledge and transparency in administration, increased popularity for the village based handicrafts, knowledge about society and politics all over the world, etc through mass media. Due to the impact of mass media there is decrease in corruption and there is more transparency in administration. There is also equality for all women in getting required knowledge in all aspects. There is also advantage of improved and modern lifestyles for women due to impact of media.

On trade and commerce, it has become possible for women to know about prices, offers, discounts, etc of different products that are available in market. Further, there is increased knowledge about purchase and use of different products. Fair prices are also assured due to impact of mass media. There is also advantage of mass media for producers and dealers as they are getting extended market for their products.
On the other hand, rural women are deprived from equal use of mass media in the families and society. As responded by many of the respondents, modern lifestyle disclosed in mass media may harm well being of the society and there is also exaggeration of crime in society. As such, many of the programmes are harmful to children as there is much objectionable content. There is also indecent representation of women in many of the programmes and many of the programmes are threat to social values and value based traditions. Consequently, few of the women felt that use of mass media is waste of time, there is moral decay, strain or ill health, increase of crime in society, abnormality in the name of modernity, social and cultural degradation. Surprisingly, the study revealed that there is increase in domestic violence, atrocities against women and gender inequality in society.

For women empowerment, mass media increased awareness on law and rights of women, provided knowledge on self-employment of women, women empowerment schemes, increase in knowledge about health, nutrition and education, etc. Hence, to a greater extent mass media has highly positive or fully positive impact on women in Indian society. As such, the status of women is increased in society due to knowledge gained by women through mass media. More advantages or more positive impact of mass media is made if the media has followed suggestions made by women. These suggestions include reduction in crime based programmes and indecent representation of women, emphasis on improvement of learning and knowledge, increase programmes on women empowerment, etc.

To conclude, impact of mass media on women has enabled their empowerment. But, still there are many suggestions given by women to restrict crime related programmes, improvement of learning and knowledge, equal status of women, gender equality, etc. Hence, the media should look into the suggestions of women and improve their programmes, telecasts, circulations, knowledge and information.