Chapter – II

REVIEW OF LITERATURE

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2.1. Introduction:

The secondary literature plays significant role in gaining the knowledge and research in progress at different parts of the world. It provides the growth and development of the subject discipline over a period of time. It also helps to give theoretical background to research topic. Hence, as discussed in the methodology, the present research work was begun with literature survey that is secondary literature published in research journals, books, abstracts, conference proceedings, etc are searched, so as to collect the information in the relevant research study. Later, the collected secondary literature is reviewed, so as to find out the research gap in the research area. The review of literature is made in the chapter, so as to know the research in progress and to find out the research gap in the relevant research area as under.

2.2. Review of Literature:

As discussed above, the collected literature is reviewed as under.

Bhaskar Rao and Raghavan (1996) in their book “Social Effects of Mass Media in India” stated that India has entered the space age in communication technology. This has increased manifold the social impact, for good or ill, of the media of mass communication. The authors surveyed the origin and the initial role as well as the post-independence growth of each of the mass media as part of the country’s developing political economy. The book also present the findings of the first ever country wide study, in depth of the social effects of the mass media. The book discussed on the impact of media on education and awareness of common people. The suggestions are also given for the development of media to improve the society.

As stated by Bathla (1998) in her book entitled “Women, Democracy and Media” remarked that the interface between media and politics has long been a focus of communications research and the ways in which news media foster public agendas of debate has been a central strand of such work. Yer, the gendered implications of political communication and the manner in which the news media cover issues of relevance to women is only slowly coming into focus. Research in the US and UK has examined whether and how women are represented in news agendas, the role of women as journalists, the relationship between women’s movement activism and the media. The author defines ‘Brahmanical hegemony’, the deeply-rooted cultural orientation of the Indian urban elite which defines women’s issues as belonging to some private space and thus not relevant to the public debates of a democracy. The author suggests that until the women’s movements confront the Brahmanical mindset, there will be little actual progress in debating a whole array of women’s concerns, beyond the lip-service that formal democracy pays to gender equality in India. The book highlighted the impact of media on the political awareness of women in India.
Kirk Johnson (2000) published a book “Television and Social Change in Rural India” published by ‘Sage Publications, News Delhi’. The influence of television on the social sphere is significant because it is an important factor in restructuring of human relationships. Television also allows interaction between individuals that clearly would not have taken place. Television has reinforced the trends towards delayed marriage and desire for fewer children. Several men expressed this desire and there was a distinct desire for more educated and mature women by eligible boys. Television helps the process of status change from heredity to achievement. Entertainment television is also an important source of new ideas and values and helps in changing the traditional age and gender relations. However, while he has referred to soap operas and other entertainment programmes, he has not been able to relate the observed changes to these programmes. In that sense his claim of bridging the gap about effects of the entertainment genre remains unfulfilled. Television is transforming the political sphere of the village landscape. The position of the traditional leaders is threatened as it creates a new class of leaders. The villagers are more informed though there is also rise in the information under class. There is a change in perception regarding caste relations. However, the actual change in process is still a far cry. The author points out that the influence of television occurs in four stages: the first stage is that of novelty; in stage two, viewers become more selective and there is a process of rejection, interpretation and reworking of television messages. In the third stage, television reaches majority of homes in the locale and in the fourth stage, there is a continuing and lifelong impact of tele-viewing. The villages of Maharashtra that were part of the study are obviously at stages one and two. Television has started triggering some changes, but the question of lifelong impact is still far off. Though the novelty factor of both these villages have reduced a great deal and there is greater selectivity in programme viewing, the villagers have not completely escaped the novelty influence. The author clearly succeeded in bringing out the overall setting of the villages under study and the role and impact of television.
Johny (2001) in his paper “People’s Participation and Technology Adoption” published in ‘Kurukshetra’, stated that in the process of initiating technology transfer/adoption programmes for the poor sections of the population, it is often and wrongly assumed that the choice of technology has already been made, such technologies are readily available, merely requiring an effective mechanism to “deliver” them. Decades of developmental experience has shown that the major constraints have not been merely a defective or weak delivery system, but inappropriate or otherwise unsuitable technologies developed have themselves inhibited their adoption and transfer in rural areas. Therefore, it is necessary to develop appropriate technologies coupled with sound delivery system for all initiatives leading to adoption of technologies for rural areas.

Sugata Mitra and Vivek Rana (2001) in their paper “Children and the Internet: Experiments with minimally invasive education in India” published in “The British Journal of Educational Technology” stated that Urban children all over the world seem to acquire computing skills without adult intervention. Indeed this form of self-instruction has produced hackers – children who can penetrate high tech security systems. Is this kind of learning dependent only on the availability of technology? The authors provided slum children in New Delhi with Internet access in their settlement. The paper describes the results obtained in the first month of unsupervised and unguided access. It is observed that children seem to understand and use the technology fluently. Language and formal education do not seem to make any significant difference.

Kunda Dixit and Silvio Waisbord (2002) published a paper “The Other Information Revolution: Media and Empowerment in Developing Countries” published in Global Civil Society Yearbook 2002 stated that too often, debate on the information society narrows quickly to information and communication technologies (ICTs), the potential of the Internet and worries about the digital divide. But another information revolution has been under
way, especially in the South, less debated but equally dynamic, more pervasive and potentially even more far reaching. It concerns the other ICTs of radio, television and the press that determine, far more than the Internet, the type of information people get and the raw material they bring to bear in constructing and reconstructing the world. This chapter makes three claims. First, a thorough going liberalization and commercialization of media over the last decade in many parts of the world has led to a much more democratic, dynamic, crowded and complex media landscape. This is opening up new spaces for public debate and civic engagement, particularly in the field of radio; and to a more commercial, advertising driven media where information and power divides within developing countries between rich and poor, urban and rural are growing. Second, growing concentration of media ownership at the global, regional and national levels is squeezing out independent media players and threatening to replace government-controlled concentration of media power with a commercial and political one. Third, developing countries are increasingly, not decreasingly, reliant on powerful Northern news providers, such as the British Broadcasting Corporation (BBC), Reuters and Cable News Network (CNN), for their international news and information, particularly on stories of globalization, trade and international politics; and in newly democratic countries in the South, and particularly within civil society, there is a renewed and growing frustration at the Southern media’s dependence on what are perceived to be partial, biased or at least coverage and the setting of news agendas. These trends play out differently within and between different regions, but their mark is everywhere. Furthermore, they are taking place largely in the absence of informed and widespread debate, and in a regulatory environment that in many cases can be described as rudimentary. At risk here is the media’s critical public interest role, and the danger of compromise by private interests. Suspicion, often understandable, of strong government action in the area of media places a heavier burden on civil society, including the emerging transnational civil society, to put pressure both on media and on
government with the goal of supporting the public interest, and indeed with the
goal of taking part itself in non-commercial media forms.

Centre for Advocacy Research (2003) published “Contemporary Woman in Television Fiction: Deconstructing Role of ‘Commerce’ and Tradition” in ‘Economic & Political Weekly’ remarked that, one of the main offshoots of the phenomenal growth of satellite TV has been the media focus on women both as a key target audience as well as the main protagonists. The portrayal of women and the family has accentuated the women movement’s growing concerns over the discriminatory nature of the family.

Media research must go beyond auditing media content and quantifying acts of omission, bias, stereotyping, violations and distortions and consider how media is able to create a day-to-day communication with a cross section of the audience and in particular, with women, using tried and tested symbols, identifiable associations, safe narrative structures and a mundane and everyday situational framework.

Mandeep Grewal (2003) in his article “Mass Media and the Reconfiguration of Gender Identities: The Bharatiya Nari in the United States” published in ‘Gender, Technology and Development’, examines the role of US and Indian mass media in maintaining and/or refuting the Bharatiya Nari (Indian Woman) stereotype for middle-class immigrant Indian women in the US. In-depth interviews were conducted with 10 middle-class Indian women who immigrated to the Detroit metropolitan area as wives after 1990, and had at least a Bachelor’s degree. Findings suggest that even though the Bharatiya Nari is alive and well in the American Midwest, these women are also able to utilize the multi-dimensionality of images available to them to rethink their own roles and behavior. The role of mass media is undeniable, as private, electronic, and ethnic spaces merge to support the existence of the Indian-American Bharatiya Nari and her complex set of identities and family-centric prioritizations. As suggested by theory, middle-class immigrant Indian women support a bi-cultural identity, and the presence of the US and Indian
mass media reiterates the need for this bi-culturalism. However, the manifestation of this bi-culturalism is different for each woman.

Chakrabarty and Sengupta (2004) published “Popular Culture in Doordarshan” in ‘Social Change’. Television was initiated in India to promote education and information and as a means of development communication. It was inspired by Italian television, the educational programmes of West European countries, and at a later stage, the success of Mexico’s ‘Televisa’, a private commercial network producing popular melodramatic series with a view to promoting family planning, adult literacy, health and sanitation. In the initial phase, the target audiences of Indian Television were the poor, the illiterate and the deprived masses, but in course of time, that agenda got eroded. The television industry underwent a massive transformation, from a tiny monopolized government controlled propagandistic establishment to a highly market-centric, investment-oriented one feeding on advertising revenues. This meant that television programme genres originated from its popularity from its popularity rating by an ‘audience’ that represented the Indian consumer market. In order to promote programmes of substance, Doordarshan began to broadcast quality programming, but most of it catered to the intellectual appetite of a section of the urban and semi-urban elite and middle class, leaving the poor and the illiterate, mainly residing in the rural areas, untouched. Moreover, under the new State policy of privatization and globalization, all the early objectives lost fundamental relevance.

Prasad (2005) in his book “Media and Social Life in India”, described the world of technological modernization, mass media, which includes electronic and print media, is deeply embedded in the society. The purpose of the media is to spread awareness and let the general public know what is happening around them. Because of its global network, the media brings to the public the immediacy of what is happening within and outside the national frontiers. The advertisements in various private television channels during different times of the day are telecast to address the various issues around
HIV/AIDS. These mass media programs are aimed to convey messages sensitively. Over the last few years Mass Media has been a phenomenal growth in this country both in terms of reach and advancement in technology. A concerted and well coordinated efforts is now being made to use the electronic media in the extension strategy. The existing infrastructure of Doordarshan and All India Radio is being utilized and allied fields for bringing the latest information and knowledge to the farming community.

Maya Ranganathan (2006) published “Television in Tamil Nadu Politics” published in ‘Economic & Political Weekly’ stated that television has itself become a part of the discourse in electoral politics as can be seen from the central role that it played in the Tamil Nadu assembly elections 2006. Tamil Nadu offers a very interesting case study as not only have films and politics been inextricably intertwined in the state, but also because two distinct political parties have stakes in two popular private television channels.

Michael Brown and Michael Crody (2006) write “Effects of a Prosocial Television Soap Opera in Promoting Women's Status” in ‘Human Communication Research’, which examines the effects of “Hum Log” (“We People”), India's first long-running television soap opera. “Hum Log” was a prosocial television program that was designed to promote women’s status in Indian society. LISREL analysis was used to measure the degree to which viewers’ awareness, involvement, and television dependency mediated the effects of exposure to the television series. Results indicated that exposure to “Hum Log” was positively associated with viewers’ involvement with the characters in the program and with viewers television dependency but did not make viewers more aware of women’s status issues. Viewers who were more aware of “Hum Log's” prosocial content had stronger beliefs in women's freedom of choice and family planning. Although viewers were highly involved with the characters of “Hum Log,” the role models for unman in the program did not consistently promote women's status because of occasional negative consequences associated with their behavior. The implications of
these findings are discussed in terms of present and future research on the pro-social effects of entertainment television.

Anjum Zia (2007) conducted research study entitled “Effects of Cable Television on Women in Pakistan: A Comparative Study of Heavy and Light Viewers in Lahore”, which investigates the “effects of cable television on the life patterns of women in Lahore, Pakistan” through survey using interviews’ schedule as a tool of data collection. It targeted 432 women aged 18–40 years and viewing cable television for a minimum two years. The study recorded the respondent’s consumption patterns, level of viewing, preferred channels and programs, favorite watching time, control over remote and restrictions on viewing. It crossed checked the above factors with the level of viewing along with demographic characteristics of the respondents. The major hypothesis studied was “greater the exposure to cable television greater the impact on the lives of women.” The sub-hypothesis included ‘heavy viewers have greater effect on their activities, family and social interaction patterns, cultural practices, domestic and personal expenditure, and they are more influenced by the television characters especially depicting western and urban Indian women than the moderate and light viewers. The data was analyzed through univariate and bivariate statistical procedures and the results are presented in two categories: i.e., general and major findings of hypothesis testing. The general findings revealed that the majority of respondents were aged 31 to 40 years, belonged to the middle and upper middle class, were graduates but unemployed, and were heavy viewers. Majority respondents had cable connection for the last two years, indicating increasing popularity of cable television in Lahore, also making it the main source of entertainment. There is no link between demographic characteristics and consumption patterns. However, the respondents complained that men had more rights to watch cable television than women. The statistical test chi-square was applied for testing the hypothesis, confirming that ‘greater the exposure to cable television greater the effect on the lives of women’. It confirmed that heavy
viewing affected household and other activities of the women like newspaper reading, going to cinema, the meals cooking and serving schedule, their domestic or personal expenditure and interaction with friends or and relatives. They were prone to accepting the role, culture and lifestyle of western and Indian women watched on the cable channels. The study also identified a few areas for future researchers and made recommendations towards their improvement.

Best and Maier (2007) published on “Gender, Culture and ICT in Rural South India” in ‘Gender, Technology and Development’. The authors explore how women use and perceive information technology in five villages in rural Tamil Nadu, India. We analyze the outcomes from structured in-depth interviews with 17 women Internet kiosk users and 22 women who have never used the Internet (non-users). Our intention was to systematically document the information and communication needs of women in rural South India as articulated by the women themselves. The authors identify several critical issues that must be taken into account in the design of information and communication technology (ICT) projects. The findings suggest four main conclusions: (1) rural women in this study find ICTs useful; (2) there are gender-specific usage patterns and perceptions of ICTs; (3) obstacles to ICT use are generally structural (time, location, illiteracy) and not personal (for example, a prohibition from a relative); and (4) manifestations of gender awareness correlate with perceptions of obstacles to ICT use. Information and communication technologies hold great promise in the drive for development and poverty reduction in the global South, yet in order to ensure that the entire population reaps the benefits of these technologies, a clear understanding of the specific needs of women and other disadvantaged groups is imperative.

According to Chakravarty (2007) in her book “Media and Women’s Development” stated that, women are slowly emerging out of their centuries old darkness, shaking off their shackles of tradition and are increasingly raising
their voice to demand their rightful place in the society and their due from it. Today women have become one of the potent forces of change, causing upheavals in the staid, in still waters of smug male oriented society. Modern communication can be a great force for women’s emancipation if it is utilized for promoting a critical consciousness on the women’s questions. But it can be source of powerful support to the force of status quo, to conservative and revivalist values and practices and to annihilation of women’s personality and identity. The present century has been a century of media revolution. The two revolutionary media radio and television-emerged in this century and have already established themselves revolutionizing the mass media scene. Now telemetric media-teletext and videotext have emerged to give a new dimension, utilizing the technologies of television, cable satellite and computer. The book highlighted the valualional aspect of Mass Media and Women’s Development.

Aruna, et al (2008) in their paper entitled “Perception of Adolescents Regarding Portrayal of Women in Commercial Advertisements on T.V” published in Journal of Social Sciences, remarked that Advertisement is a powerful medium designed to sell products, aspirations and communicate concepts of acceptable behavior and gender roles. The question of women’s portrayal on T.V has been a matter of debate for considerable time now. The present study, “perception of adolescents regarding the portrayal of women in commercial advertisements on T.V” was conducted with the objectives, to ascertain the responses of the adolescents regarding the image of women in advertisements on T.V and study the impact of commercial advertisements on adolescents. The study was conducted on a sample of 90 adolescents, which consisted of 45 girls and 45 boys. An interview schedule was used to elicit the required information. The results of the study revealed that advertisements left an impact on both the genders. The presence of female model in the advertisement influenced their liking for a particular product. Fashion statement of girls was also influenced by advertisements. Boys felt that
whenever a beautiful model is screened in an advertisement, it stays on their mind for long period of time. Majority of them felt that advertisement depicts women in stereotype roles and that the advertisements are not representing the personality of Indian women. The respondents wanted to see women in different kind of roles in the future advertisements. They wanted advertisements to be more educative, informative, product oriented, family oriented and with a bit of humor. Majority of girls wanted women to be shown as confident, independent and empowered individuals, whereas, boys wanted women to be projected in fashionable and glamorous roles.

Kotwal, et al (2008) writes on “Impact of T.V. Advertisements on Buying Pattern of Adolescent Girls” in ‘Journal of Social Sciences’. Television and advertising together present a lethal combination and has become an integral part of modern society. It is the most convenient route to reach not only adult consumers but also the adolescents. Adolescents are manipulated by advertisement promise that the product will do something special for them which will transform their life. The present study was conducted on 100 adolescent girls, studying in class 9th - 12th, to know the impact of T.V. advertisement on their buying pattern. The results revealed that advertisements played a vital role in introducing a new product in the family list & making better choice during shopping. Majority of the respondents after watching an advertisement wanted to buy the new brand introduced in the market, they were disappointed when they were not allowed to buy products of their choice and were of the opinion that T.V. advertisements helped them to make better choice during shopping. The girls utilized their pocket money received every month for shopping. The main items purchased from the pocket money were- food, cosmetics, gifts and cards. They mostly went to shopping with parents. The girls planned their shopping after discussion with family members. In purchase of food items, stationary, cosmetics and toiletries, the girls were influenced by T.V. advertisements. In case of clothing they were
guided by fashion, friends and boutiques. The respondents preferred to buy branded and standardized products which are more advertised on Television.

Ajiboye (2009) published a paper “Children Media Usage, Civic Interest and Political-Related Practices among Botswana Primary School Pupils: An Experience in Informal Civic Education” in ‘Journal of Social Sciences’. The study evaluated the impact of an informal civic education programme on primary school pupils’ media usage, civic interest and political-related activities in Botswana. The current in-school civic education programme through the teaching of social studies, cultural studies and other related subjects have not produced the desired results. Hence, this study used the ‘school civic club’ approach in teaching the children about citizenship issues. The one group, time series, pre and post test design was used to collect data for the study. Four hundred pupils selected from ten primary schools across the country constituted the participants in the project. A Civics Scale with sections measuring media usage, civic interest, and political-related behaviour of the pupils constituted the instruments used for data collection. Pupils were exposed to a series of civic-related IEC activities that lasted for three months within their clubs. Findings from the study indicate that the television is the most medium used by the children and this is used mainly for watching games. A large majority of the pupils do not listen to international news, and most of their political discussions are limited to the classrooms. The children rarely discuss political-related issues with their parents or peers. The level of participation of pupils in leadership activities improved with their participation in civic club activities. Also pupils demonstrated a positive interest in political-related activities, especially in participation in politics in future. The pupils demonstrated a general aversion for violence and violent acts. The implications of the findings for sustaining democracy in Botswana were discussed in the paper.
Farida Khan and Rehana Ghadially (2009) published “Gender-differentiated Impact on Minority Youth of Basic Computer Education in Mumbai City” in ‘Gender, Technology and Development’. Young people from marginalized communities are applying newly acquired technical know how to leapfrog the socioeconomic levels of their families and communities. This article explores the impact of basic computer education on the lives of young men and women from a Muslim minority community of India. Twenty-seven young women and 25 young men (median age = 23 years) were interviewed 2 months after they completed a 1-year diploma course, and their reports were content analyzed. It was found that the basic skills program results in multiplier, psychological, social, educational, and economic benefits and also increases computer ownership and usage. Computer education of an individual contributes to a social climate conducive for family, friends, and neighbors to become computer literate and provides a valuable focus on computer literacy programs. Computer education can be a key gender equalizer, as through it women see new possibilities open for them. The psychological and economic impact is greater for young women; young men, on the other hand, register more social and educational benefits. Through application of computer knowledge, women experience a boost in self-confidence and see a possibility of an independent income. On the other hand, young men experience higher positive cues from family and friends. The pursuit of college along with computer learning and their stated aspiration to go in for high-end computer courses gives men a distinct advantage in a knowledge-based society.

Grace Alutu and Audu (2009) published on “Female Participation in Information, Communication and Technological Developments in Nigeria: Implications for Early Career Guidance” in ‘Journal of Social Sciences’. The issue of women and their participation in development has been on the international agenda since the Paris peace conference of 1919, sequel to the universal declaration of human rights in 1948 and international women’s year
in 1975. This study delved into the level of participation of women in the technological development of their country, Nigeria. A cross section of working class women in various establishments in Benin City, South-South Nigeria was sampled. Altogether, two hundred (200) women were randomly selected for the study. A questionnaire tagged “Female Participation in Technological Development” was administered to the women. Their responses were collated and analyzed using frequency count and simple percentages. In addition, focus group discussions were conducted with selected groups of working class women. Content analysis was used to analyze the data. Data analysis showed that quite a large number of women (80%) were interested in ICT but only 60.67% had access to it. The constraints were time, gender roles, work-life imbalance and inadequate training and empowerment. There is need to develop a training program for the interested women and enlightenment seminars for other women and prospective working class females in the tertiary and secondary educational institutions. This is to ensure full participation of women in ICT, which will in turn ensure improved technological development in Nigeria as a country in a globalize world.

Oboh and Sani (2009) write on “The Role of Radio in the Campaign against the Spread of HIV/AIDS among Farmers in Makurdi Local Government Area of Benue State, Nigeria” in ‘Journal of Social Sciences’. The study assessed the role of radio Benue in the campaign against the spread of HIV/AIDS among farmers in Makurdi Local Government Area (LGA) of Benue State, Nigeria. A total of 140 respondents were selected for interview using a simple random sampling technique. The collected data were analyzed using frequencies, percentages, Chi-square and logit regression model. Results of the study showed that HIV/AIDS radio programmes packaged in Pidgin English, local language or dramatized enhance farmers’ interest, listenership and positive change in behavior. In addition, farmers’ level of education, gender and ownership of radio sets were found to positively improve their level of satisfaction with HIV/AIDS radio programmes. Based on these
findings, it was recommended that intervention polices aimed at combating HIV/AIDS scourge should package more radio programmes in Pidgin English, drama and local languages.

Rathod (2009) writes a book entitled “Women and Development” and a section ‘Role of Media in Women Development’ described the role of media such as radio and television in the development of women.

Robert Jensen and Emily Oster (2009) written “The Power of TV: Cable Television and Women’s Status in India” in ‘The Quarterly Journal of Economics’ and states that cable and satellite television have spread rapidly throughout the developing world. These media sources expose viewers to new information about the outside world and other ways of life, which may affect attitudes and behaviors. This paper explores the effect of the introduction of cable television on women's status in rural India. Using a three-year, individual-level panel data set, we find that the introduction of cable television is associated with significant decreases in the reported acceptability of domestic violence toward women and son preference, as well as increases in women's autonomy and decreases in fertility. The paper also find suggestive evidence that exposure to cable increases school enrollment for younger children, perhaps through increased participation of women in household decision making. The authors argue that the results are not driven by preexisting differential trends.

Saxena, et al (2009) published a paper on “Educating Adolescent Girls and Young Women on Family Life Education Issues with the Use of Communication Aids in a Village of Uttrakhand” in ‘Journal of Social Sciences’. The research is an experimental development in Udhansinghnagar district of Uttrakhand in India to educate adolescent girls and young women on family life education issues through the use of communication aids. Gender equality and equity improvement of reproductive health, betterment of quality of life in the family, promotion of education and health facilities and
Moderation of population distribution process are key contributors to population stabilization. These are the element which the National Population Education Programme in India has been focusing with a view to helping the nation attain its demographic and developmental goals. The qualitative research has been done, taking total sample of 50 female respondents (25 married and 25 unmarried). To assess the pre and post knowledge and opinion regarding family life issues, interview schedule was used for both the respondents separately. Charts, Posters, Flash cards, Video films, Focus group discussion, Slogans and Role play were used to educate both married and unmarried respondents regarding family life issues. Finding concluded that there is remarkable positive change in their attitude regarding gender discrimination, Family planning information and nutritional and reproductive health of mother and child after experimentation through family life education through the use of communication aids. It can be concluded that if proper use of communication aids is carried out in such education sessions or capacity building trainings for the women of rural area, programme can be more effective and easy to learn. It is recommended that Village worker at village level should be trained in such a way that they will be able to communicate effectively with the village people regarding family life issues.

Gupta and Sinha (2010) writes on “Health Coverage in Mass Media: A Content Analysis” in ‘Journal of Communication’. There is a greater demand and need for accurate, relevant, rapid and impartial public health information by people, and a growing reliance on mass media as the main source of information. It is well known that the mass media are an important social institution in any modern society. The study was conducted on the health related messages that appear in print media (Newspaper and Magazine) and electronic media (Television and Radio). The radio and television channels, newspapers and magazine used for the analysis were randomly chosen. This aspect of the study gave the researchers an insight into involvement of the media within the health communications. Detailed content analysis of various
communication media concluded that all types of media provide information regarding health matters but political, social, crime and sports news were primarily covered in both print and electronic media.

Ikpe and Olise (2010) published on “The Era of New Media Technologies and the Challenges of Media Relations Practice in Nigeria” in ‘Journal of Communication’. This study examines the fundamentals of Media Relations, an important aspect of Public Relations, which help to maintain credibility and mutual relationship with the various media of communication in Nigeria in the era of new media technologies. It provided the opportunity to qualitatively ascertain the import of new media technologies in the practice of media relations in Nigeria; establish the various contemporary tools for media relations and to determine the appropriate strategies of media relations. The revelations uphold the claim that new media technologies like the internet, mobile phones, video conferencing among others which now overlap with the different media of communication due to technological innovations and convergence, have transformed media relations practice globally despite the various factors such as cyber crisis, low level of technology penetration, poor funding among others posing as challenges to effective media relations practice in Nigeria. Thus, the paper supports the theoretical perspective of development media theory and technological determinism theory. A clarion call was therefore put forward to all those directly or indirectly involved in the practice of media relations in Nigeria to merge resources together or separately and be actively involved in ensuring that the transformations brought about by new media technologies in media relations are explored and the entire benefits completely exploited by all the stakeholders in this regard.

rice was analyzed to determine the extent of variations in three agricultural zones. Data collected from 250 randomly selected farmers from zones A, B and C showed that 83.3% used radio in A, 80.7% in B and 79.5% in C. Television use indicated 21.4%, 33.0% and 39.7% in the zones respectively while mobile phone use showed 76.2%, 47.7% and 55.1% in the zones respectively. The ANOVA result indicated wider variation in the use of mobile phone (SS = 3.708 between zones and 56.488 within each zone) with an F-ratio of 8.108 at 1% level of probability and television (SS = 1.398 between and 52.266 within) with an F-ratio of 3.305 at 5%. The Sum of Squares (SS) between and within groups for radio were 0.063 and 38.101 respectively, indicating a wider variation in radio use within each zone than at zonal levels but the F-ratio (0.206) was found to be insignificant (0.814) at 5% level of probability. Since, mobile phone, television and radio utilization patterns differed according to agricultural arrangements it was recommended that Governments of various zones should encourage farmer’s use of these technologies.

Omoera (2010) writes on “Broadcast Media in Family Planning Matters in Rural Nigeria: The Ebelle Scenario” in ‘Journal of Communication’. This study examined the effectiveness of the broadcast media, specifically radio and television in creating and disseminating family planning information on matters of number and spacing of children in rural Nigeria, using Ebelle community in Igben Local Government Area of Edo State as a study case. To achieve the set task, the paper employed the survey questionnaire method to gather data. Out of the 140 questionnaires administered, 100 were retrieved and analysed, using descriptive statistics. In the end, the study revealed that radio and television, through certain programmes, have helped in the dissemination of relevant information on family planning in rural settings just as they have purportedly done in urban centres in Nigeria. Hence, the paper recommended that the broadcast media should be massively deployed to disseminate relevant messages on issues such as contraceptive alternatives, distended family size, female genital mutilation,
“area boys” cultism in the streets, sexually transmitted infections, malnutrition, among others, that have the potentials of destroying family hood. Ultimately, the redress of these challenges would redound to the cohesion and progress of the average rural family in Nigeria.

Ruchi Saxena, et al (2010) published “Educating Adolescent Girls and Young Women on Family Life Education Issues with the Use of Communication Aids in a Village of Uttrakhand” in ‘Journal of Social Sciences’. Present research is an experimental development in Udhansinghnagar district of Uttrakhand in India to educate adolescent girls and young women on family life education issues through the use of communication aids. Gender equality and equity improvement of reproductive health, betterment of quality of life in the family, promotion of education and health facilities and moderation of population distribution process are key contributors to population stabilization. These are the element which the National Population Education Programme in India has been focusing with a view to helping the nation attain its demographic and developmental goals. The qualitative research has been done, taking total sample of 50 female respondents (25 married and 25 unmarried). To assess the pre and post knowledge and opinion regarding family life issues, interview schedule was used for both the respondents separately. Charts, Posters, Flash cards, Video films, Focus group discussion, Slogans and Role play were used to educate both married and unmarried respondents regarding family life issues. Finding concluded that there is remarkable positive change in their attitude regarding gender discrimination, Family planning information and nutritional and reproductive health of mother and child after experimentation through family life education through the use of communication aids. It can be concluded that if proper use of communication aids is carried out in such education sessions or capacity building trainings for the women of rural area, programme can be more effective and easy to learn. It is recommended that Village worker at village level should be trained in such a way that they will be able to communicate effectively with the village people regarding family life issues.
Surabhi Mittal, et al (2010) in their working paper “Socio-Economic Impact of Mobile Phones on Indian Agriculture” published by Indian Council for Research on International Economic Relations highlighted that Deficits in physical infrastructure, problems with availability of agricultural inputs and poor access to agriculture-related information are the major constraints on the growth of agricultural productivity in India. The more rapid growth of mobile telephony as compared to fixed line telephony and the recent introduction of mobile enabled information services provide a means to overcome existing information asymmetry. It also helps, at least partially, to bridge the gap between the availability and delivery of agricultural inputs and agriculture infrastructure. This paper investigates a series of questions that explore this topic: What kinds of information do farmers value the most to improve agricultural productivity? Do mobile phones and mobile-enabled agricultural services have an impact on agriculture? What are the factors that impede the realisation of the full productivity enhancing potential of mobile phones? The answers to these questions have important implications for mobile operators, for information service providers, and for policymakers. The quality of information, its timeliness and trustworthiness are the three important features that have to be ensured to enable farmers to use it effectively to improve productivity. The study found evidence that mobiles are being used in ways which contribute to productivity enhancement. However, to leverage the full potential of information dissemination enabled by mobile telephony will require significant improvements in supporting infrastructure and capacity building amongst farmers to enable them to use the information they access effectively. As mobile penetration continues to increase among farming communities and information services continue to adapt and proliferate, the scope exists for a much greater rural productivity impact in the future.

Varsha Sherring (2010) in her PhD Thesis “Women's Identity Shaped by Television in India: A Study on Indian Pro-social Soap Operas as Cultural Carriers” stated that violence against women in India has been on
a rise. With the advent of satellite television in India, programming for women in India has been in great demand. While the current television programs focus on social issues faced by Indian women, little scholarly research has focused on the effects and outcomes that such programming has on the Indian populace as a whole, especially the women when it comes to policy and decision making which may perpetuate continuing violence against their kind. This study deals with finding the links, if any, between social and personal identity of Indian women, and the effects of Indian pro-social soap operas in forming mindsets affecting attitudes and actions relating to the two major social evils still existing in modern Indian society, and highlighted herein: female feticide and child marriage.

Baishakhi Nag (2011) published “Mass Media and ICT in Development Communication: Comparison and Convergence” in ‘Global Media Journal’. The decades of 60s and 70s saw dynamic world-wide growth of electronic media which produced so-called “information explosion”. The idea of using mass media grew out of the notion that media had exceptional power to change human behaviour. Communication experts began to advocate the use of media for accelerating the transfer of technology. While some communication experts called media as “Magic Multiplier”, others advocated that it is a great “lubricator” of the development process. It is here that the role of mass media in economic development and modernization variables comes into play. The paper seeks to analyze that media, telecommunications and computing/information systems, commonly referred to as information and communication technology (ICT), have long been associated with economic development and social/cultural change. Historically analyses of ICT and social change have relied on measures of the ownership, availability, access and use of various technological systems to evaluate their significance and social impact. Technology assessment of today’s new media and ICT requires measures that more closely reflect their fundamentally social, interactive, performative and participatory character. The scope of a given ICT
resource is the variety of users and sources made available via the technology. A defining attribute of internet-based information resources, especially compared to mass media, is the enormous diversity of documentary and interpersonal resources that they make available via hyperlink structures, which allow users to follow any number of possible paths to locate and retrieve information according to their interests and inclinations at the moment. If the interactive quality of the contemporary media landscape makes it a far richer and more engaging arena for social action and development, it also presents analysts with a variety of new policy challenges. Perhaps the most complex consequence of the transition from mass to new media has arisen as media industries sought to preserve and extend the market models and regulatory frameworks of the past.

Divya McMillan (2011) published “Ideologies of Gender on Television in India” in ‘Indian Journal of Gender Studies’ and stated that Content analyses of Indian television programmes on the national network Doordarshan in the 1980s have shown that prime-time shows cast women as docile homemakers and as objects of male desire. This paper uses a critical postcolonial theoretical framework and narrative analysis method to detect ideologies of gender from programmes randomly selected from a month's menu of the transnational, national and regional television networks in the country. A broad conclusion is that Indian television in the late 1990s perpetuates, across channels, the 1980s’ stereotypical images of women, images that have their roots in Vedic, colonial, and nationalist literature. The status quo is explained through a critical discussion of the framing of 'woman' in colonial and postcolonial nation-building efforts. The paper also points to the emerging genre of hybrid programming, where the greater incidence of female veejays and talk show hosts paves the way for the expression of female leadership and desire, and leads to more positive television portrayals of women in the 21st century.
Gangopadhyay (2011) writes on “Use of Women in Advertisements and the Issue of Social Responsibility” published in ‘Global Media Journal’. Globalization has facilitated conveying of media signals manifold with entire society been converted into a marketplace. The immediate effect of entertainment centric programming has led to the rise in advertisements alongside the media contents. The basic objective of advertising is profit maximization with the depiction of minorities within society including women in tune with the consumerist culture. Advertising for women have increased due to increase in purchasing power and decision making capabilities of women yet role are stereotypical either as housewives or sex objects with an ideal body image and fair skin. Even in neutral portrayal women are projected as inferior especially intellectually. Gender relations affect the unequal power relations in society and these are reinforced in advertisements. Social responsibility especially in case of women is found to be wanting as advertisements use female forms even if women may not be the target consumers. The social responsibility is needed and the media should scale down on the profit motive and self regulation against obscenity in the interest of public good.

Mohanty and Parhi (2011) writes on “Folk and Traditional Media: A Powerful Tool for Rural Development” in ‘Journal of Communication’. Tradition is the cumulative heritage of society which permeates through all levels of social organization, social structure and the structure of personality. The tradition which is the cumulative social heritage in the form of habit, custom, attitude and the way of life is transmitted from generation to generation either through written words or words of mouth. It was planned to focus the study on stakeholders of rural development and folk media persons, so that their experience, difficulties, suggestion etc. could be collected to make the study realistic and feasible. The study was conducted in the state of Orissa comprising 30 districts out of which 3 coastal districts, namely, Cuttack, Puri and Balasore were selected according to the specific folk media culture namely,
‘Jatra’, ‘Pattachitra’, ‘Pala’, ‘Daskathjia’ for their cultural aspects and uses. The study reveals that majority of the respondents felt that folk media is used quite significantly in rural development for its cultural aspect but in the era of Information and Communication Technology (ICT), it is losing its significance. The study supports the idea that folk media can be used effectively along with the electronic media for the sake of the development of rural society.

Mrunalini (2011) written a paper entitled “Two Faces of Women in on Television: Need for a Gender Policy” published in “Essays on Women and Media”, edited by K. Durba Bhavani and C. Vijayashri by ‘Foundation Books’. Women on television need to be discussed under two heads: women in media (as work force) and women as media subjects (as content in media). Another category is that of women as viewers. Women as viewers are also participants in a significant way. It has been established beyond doubt that all over the world, women constitute a considerable percentage of television viewers. In India, perhaps the percentage of female television viewers is even higher as television constitutes the chief source of entertainment for moderately educated middle-class women. A lot has been said about how badly women are portrayed in soap operas and how these serials, in all languages, are reinforcing the stereotypical female image. Much has also been said about the way women are portrayed in advertisements. Through this paper, the author try to build up an argument in favour of a Gender Policy in media. Indian media, whether print or electronic, has recently been facing serious questions about the lack of a policy where women and depiction of women's issues are concerned. Print media has often been criticized for publishing advertisements which are demeaning to women, in the same pages where women's issues are seriously discussed. But such objections are rarely met with serious consideration by policy makers because media is, in the ultimate analysis, only a business enterprise. Advertisements give revenue which can obviously not be ignored by any policy maker.
Nimish Kapoor (2011) presented on “Role of Mass Media in Promotion of Environmental Awareness along with Skill Development among the Rural People of Shringverpur, Allahabad district, India” in ‘International Conference on Chemical, Biological and Environment Sciences’ at Bangkok. Rural development and poverty alleviation are closely linked. Mass media are playing significant role in creating environmental awareness and information about new agricultural technologies among the rural people. In Shringverpur village of Soraon Tehsil of Allahabad district, 66% of the rural people were uneducated and ratio of illiteracy was higher for female. Present study was designed especially to assess the role of different information channels in generation of environmental awareness and skill development among the rural people of Shringverpur village. During study, approximately 40% of the respondents preferred television programmes whereas 26% of the rural people showed their interest in radio programmes. Hence, information channels can play a important role to bridge the gap between science and society.

Onayinka (2011) published on “Information and Communication Technologies (ICTs) Poverty in Rural Areas: Implications for Development in Nigeria” in ‘Journal of Communication’. Information Communication Technologies (ICTs) remain the most pervasive of man’s invention at the turn of the millennium. However, the question can easily be asked about the level of unavailability of the ‘electronic inventions’ in rural areas of Nigeria. The paper, therefore, attempts to bring to the fore, the inadequacy of ICTs in the rural areas since its introduction into the Nigerian society, and its implication for development. Using the Barja and Gigler’s formulation of how, information and communication poverty is measured. As basis, the paper was able to describe how ICTs availability (or lack of it) has become the yardstick through which the level of development of societies is measured. Also, the individual’s socio-economic status is influenced by the right quantity and quality of exposure and access to ICTs. The paper
recommends that there is urgent need for the Nigerian state and other major stakeholders such as organised private sectors, informal sectors, representatives of communities to develop the process of collective engagement that will lead to the integration of the rural areas of Nigeria into the developmental process through ICTs.

Rajesh Kumar (2011) published a paper entitled “Mass Media can Effect Socio-Political Changes: An Analysis” in ‘Global Media Journal’. Mass communication is clearly in the middle of a massive transition. What shape will it take, only time will tell? Each innovation adds something on the one hand and subtracts something on the other. In any event, all such innovations have unforeseeable effects. A final point on which there can be little doubt is that the mass media, whether molders or reflectors of change, are undoubtedly messengers about change, or seen as such by their producers and their audiences, and it is around this observation that the main perspectives on mass media can best be organized. This paper based on studies made so far will relook at the phenomena where media is likely to effect changes socially and politically, particularly in a democratic set up where they are supposed to function freely and speak fearlessly.

In their working Paper “ICTs and Empowerment of Indian Rural Women: What can we learn from on-going initiatives?” Rasheed Sulaiman, et al (2011) stated that there has been a lot of interest during the last two decades in employing Information and Communication Technologies (ICTs) for achieving development. While many of these initiatives have benefited rural women by way of access to new information and new employment opportunities, women still face a number of constraints in accessing ICTs. This paper explores the role of ICTs in empowering Indian rural women, through a review of ICT initiatives in India. The paper concludes that, while most of the ICT initiatives are disseminating new information and knowledge useful for rural women, many are not able to make use of it, due to lack of access to complementary sources of support and services. Among the
varied tools, the knowledge centres and the community radio were found to have the greatest potential in reaching women with locally relevant content. There is immense potential for ICTs to create new employment opportunities for rural women and to contribute significant gains in efficiency and effectiveness in rural women enterprises. While ICTs can play an important role in empowering rural women, women’s access and use of ICTs and empowerment clearly depends on the vision and operational agenda of the organization applying the ICTs. Therefore, strengthening the ICT initiatives of such organizations can go a long way in empowering rural women. Besides generating locally relevant content and enhancing the capacities of rural women in accessing ICTs, efforts are also needed to bridge the different types of digital divide (rural-urban; men-women).

Satpathi and Roy (2011) published “The Impact of the Electronic Media on the Modern Indian Voter: A Study of the Post-Liberalization Era” in ‘Global Media Journal’. The increasing influence of electronic media in India was stimulated by economic liberalization in early 1990s. It gave citizens access to numerous news sources as opposed to the sole government regulated news channel of the pre–liberalization era. In the 21st century the electronic media was reenergized by the internet revolution. As citizens started looking at the internet as an additional source of information, they began voicing their opinion through blogs; opinion polls and social networking websites. This paper uses qualitative analysis for studying the impact of the electronic media on political participation in general and voting behavior in particular. The data for this study is obtained from the Election Commission of India, media coverage, opinion polls, blogs and social networking websites.

Sujaya Routray (2011) published “Women, Media and Gender Equality” in “Women’s Link”. Media and its development have accompanied an increase in the magnitude and complexity of societal actions and engagements, rapid social change, technological innovation and decline of some traditional forms of control of authority. There is a close association
between representation in media and social change, although the degree and
direction of this association is still debatable. Many of the consequences, either
detrimental or beneficial, which have been attributed to the media, are almost
undoubtedly due to other tendencies within which the society operates. Media
is a major factor in the construction and circulation of social understanding and
social imagery both in traditional and modern societies. It is therefore argued
that media can be used as “an instrument”, a powerful and flexible one, for
influencing people into certain modes of belief and understanding within
society. An analysis of gender dimension existing in the society, however,
suggests that media fails to play its role effectively. The present article looks
into this and deliberates what should be the role of media in bringing about a
just and equal society.

and Preference for Food and Nutritional Information by Rural Women of
India” in ‘Journal of Communication’. The study investigated media utilization,
preferences and prospect for use in nutrition education service delivery in three
villages of Uttarakhand State. A total of 223 women respondents in the age group
of 18-45 years were selected using a random sampling technique.
Questionnaires/interview schedules were administered to them. Data collected
were analyzed using frequency, mean, percentage, regression and weighted
average. Media possession data showed that the TV was most commonly
possessed and used media. Print media was found to be less popular compared to
electronic media. Major reasons for TV usage/ preference were effectiveness for
information dissemination, better understanding and entertainment. A regression
analysis between respondents’ personal and socio-economic characteristics and
preference for media to obtain nutritional information indicated that age, income,
marital status, and educational status determine media preference. The study
revealed that media preference in descending order were: television, radio, poster,
calendar, lecture, audiocassettes, booklets, charts and newspaper. It is, therefore,
recommended that development agencies should take advantage of women’s
preferences to ensure optimum effect of various food and nutrition related extension programmes.

**Anupama Hazra (2012)** writes on “**ICT: A Catalytic Intervention for Empowering Rural India**” in ‘Kurukshetra’. Information and Communication Technology (ICT) has earned its reputation to be the key to information-flow for intensifying the development efforts in rural India and is being considered as an imperative strategy for achieving the goal of sustainable rural development. To empower the rural communities with a sustainable approach, ICT has been one of the most effective instruments. The development of a society largely depends on the access to information and so far in rural India- ICT has greatly facilitated the flow of information and knowledge offering the socially-marginalized and unaware community unprecedented opportunities to attain their own entitlements. Hence, the Government, Technology industry and society should work together to deploy ICT to accelerate economic and social development in rural areas.

**Ashong and Batta (2012)** write on “**Gender Representation in Communication Education and Practice in Nigeria**” in ‘Journal of Communication’. In Nigeria, and perhaps in many countries in Africa and the world, gender may neither be equally represented nor fairly portrayed in communication education and practice. This makes finding answers to the following questions critical: What is the participation of women and men in communication training and education in Nigeria? What is the involvement of men and women in the media of mass communication? A survey of the communications training institutions and industry provides the answers. The discourse is anchored on the hegemonic masculinity theory and the agenda setting hypothesis. Its thesis is that gender sensitivity in communication scholarship and artistry is germane to the realization of human rights, alleviation of poverty, and other millennium development goals. The conclusion and position of this paper is that for communication educators and practitioners to add significant value to the ideal of gender justice in Africa,
they must cast off the toga of masculine hegemony; and thereby position themselves as major change agents and advocates of gender equity.

Banarsi Lal (2012) published on “Association between Attitudes of Respondents towards Farm T.V. Programmes and Selected Independent Variables in Jammu and Kashmir, India” in ‘Journal of Communication’. The transfer of science to rural people in India and gradual inoculation of scientific attitude in everyday life, needs to be demonstrated in the language which would be understood and appreciated by the rural people. Television as an audio-visual medium of communication offers immense potential for disseminating technological information to remote corners of the country, through the nationwide T.V. network. The present study was conducted in Kathua district of Jammu and Kashmir which was selected purposively. A sample of 120 respondents was selected by using simple random sampling technique. The number of selected farmers from each village was proportional to the size of villages. The association between the attitude of farmers towards farm T.V. programmes and independent variables namely, socio-economic status, education, size of land holding, age and caste was measured by computing coefficient of correlation. It was found that the attitude of the farmers was positively and significantly associated with their socio-economic status, level of education, size of land holding and age, while caste was positively and non-significantly associated with their attitude.

Gulati (2012) published a paper “Role of ICTs in Rural Development” in ‘Kuruṣkhetra’. Importance of ICTs for Rural Development given the importance of Information and Communication Technologies (ICTs) in-national development, countries across the globe have put in place mechanisms such as Universal Service Funds and other forms of Government intervention to achieve Universal Access to ICTs. Through ICTs people in rural areas can connect with the local, regional and national economy and access markets, banking, financial services and employment opportunities.
Gupta (2012) published a paper on “E-Communication Technology: the Chain of Development Process” in ‘Research, Analysis and Evaluation’. Information is critical to the social and economic activities that comprise the developments process. Telecommunication as a means of sharing information is not simply a connection between people. But a link in the chain of the development process itself. There are just some of changing patterns linked to the Information Revolution- a term that refers not only to computer and telecommunication and technology, but to the role of information itself, and the supplementary information's in the public, corporate and personal worlds that the information and the technology are bring about.

Kakade and Raut (2012) write on “The Role of Mass Media in Promoting Education” in ‘Research, Analysis and Evaluation’. Mass Media is imparting education in two ways - formal and informal. In formal education, it directly imparts syllabus based education through various formats like audio-visual programmes, printed articles etc. Apart from this, in informal education, it provides lot of information to the people on various subjects. In the process, Mass Media contributes largely towards empowerment of education in the society. The Mass Media play pivotal role in promoting education in India. It is clear and confirmed that our day to day life is influenced by the Mass Media. Newspaper, Radio, Television, Cinema, Internet etc., have outgrown themselves from mass communicator to influence our day to day activities and are leaving deep imprint on our attitude, conduct and ideologies. Mass Media is a prime resource in achieving the goal in socio-economical and cultural sectors and also for the development of education. Thus, Mass Media is providing formal and informal education. Many researchers have confirmed the fact that Mass Media have really helped the people in getting proper education.

Mahapatra and Jena (2012) published on “Empowered Gender: A Metal Analysis of Women in ICT” in ‘Researches in Women Studies and Education’. The current wave of globalization has greatly improved the lives of women worldwide, particularly of the developing world. Nevertheless,
women remain disadvantaged in many areas of life. The UN’s Millennium Development Goals therefore prioritize gender equality and empowerment of women. It is always remembered that there are many women who do not have their own choice. Thus, it is not easy to ask them to stand up and fight and question. So they do not speak up, they try and tolerate the intolerable and they hope people close to them will not notice and will not ask. Essentially, very little has changed. The status of women under social life is not only confined to marriage and family but has also stretched its scope and expanded its area and context in the era of Information revolution of Technology and Communication (ICT) accelerates the pace of inner development of man. The concern is to know about the status dynamics and role conflict in the family life of career women in the age of information revolution by knowing about the effects of new technologies on women’s jobs to develop the debates about the gender gap in technology. The paper presents a thematic analysis of empowerment of women in the growth of Information and Communication Technology (ICT). It presents the life of women in the context of gender and information revolution drawn from a wide variety of review of literature. The findings of this paper accept the reality that ‘women are the home makers and office managers’ thereby rejecting the myth ‘women are the home makers only’, and makes a statement to the masculine of the society to change their protective psychology and repose best confidence measures in the ability of their counterparts who are equally skilled in world field and mature in decision making.

Mohammed Usman and Nanje Gowda (2012) writes on “Television Advertising Ethics: A Study of Gender Based Differences in Bangalore Urban District” in ‘Journal of Development and Social Change’. Gender representations in advertising can easily reflect fundamental features of the social structure such as values, beliefs, or norms. Research has mainly proceeded on the lines of content analysis, which refers to the study of representation of characters in the advertisements from the viewpoint of
relative role played by men and women. This paper explores the attitudes of the viewers numbering 451 from Bangalore Urban District towards television advertising. The results indicate that (i) Women perceive benefits of television advertising at higher levels than men. (ii) Women perceive abuse of women in television advertising at higher levels than men.

Rameshwari Pandya (2012) writes a paper “Media and Its Effectiveness for Rural Adolescents” in ‘Social Welfare’. The paper described information on Integrated Child Development Service (ICDS) programme of Government of Gujarat. This scheme aims at enhancing survival and development of children from the vulnerable sections of the society. ICDS has played a major role in reducing Infant Mortality Rate (IMR), reduction in severely malnourished children and increase in the school enrolment. Mass media such as newspapers, television, radio, internet, etc are playing significant role in reaching out the rural adolescents, so that the rural people can gain the benefits of ICDS.

Robert Jensen and Emily Oster (2012) in their working paper entitled “The Power of TV: Cable Television and Women’s Status in India” published by National Bureau of Economic Research, stated that in India, access to private cable television has promoted female autonomy, decreased the reported acceptability of wife beating, and reduced reported preferences for sons over daughters. The author concluded that cable television, with programming that features lifestyles in both urban areas and in other countries, is an effective form of persuasion because people emulate what they perceive to be desirable behaviors and attitudes, without the need for an explicit appeal to do so. In addition to effects on attitudes, the authors also find increases in female school enrollment and decreases in fertility in response to cable television introduction.

This study aims at investigating print news discourses on a relatively recent act of violence perpetrated on women in India, which evoked a nationwide non-violent protest, popularly known as “The Pink Chaddi” Campaign, 2009. The author considered some of the top English national and local daily newspapers (online editions) for analyses; using advanced computer-assisted qualitative data analysis software (CAQDAS) called Leximancer v3.5. The study aimed to explore the frames in the news discourse through intra-media analyses, and perform comparative inter-media analyses between national- and local newspaper corpora. The ‘concept maps’ produced by Leximancer v3.5, in the unsupervised-mode, threw light on the nature of the news discourse on the Campaign. The study found slight evidence that some of the newspapers tried to downplay the VAW and took a detour towards political blame-game.

Verma Rooble, et al (2012) writes on “A Picturesque Study of Internet Media Tools Leveraging Global Social Changes” in ‘International Research Journal of Social Sciences’. Today it is almost impossible to imagine a life without media. Media has developed a very unique position for itself in our lives. If we just look around then we would find that there is no aspect of our life which is not touched and affected by media. Be it our work, relationships, education or entertainment, media is seen everywhere. And there is no denial that we can not live without media. There is no doubt that media is playing a very significant role in making the world smaller. Through various mediums of media whether it is radio, television, newspaper or internet, today we are able to connect with large number of people around us. Especially internet has truly become the need of every individual both for our work and to connect with our friends and well wishers. Twitter, Blog, Facebook, My Space and You Tube have occupied such special place in our lives that if we are not a part of it, then there is something really important that we are missing. Media not only connects with our friends but it also informs us about the events in the world. In this way media is like a mirror of the society which reflect each and
everything about the society to us. Media is not just confined to informing us about the happenings and serving a means to connect with people, in fact it also affects out thinking patterns and compels us to think on various matters. The way we think and perceive various issues about the world is also shaped up by media. Today everyone especially youth is growing so aware about his responsibilities towards society is because of media. Campaign such as Teach India and Jaago Grahak Jaago helps in spreading awareness about human rights and duties. In this way the changes that we see in the society is largely due to the wide range of concerns that media is able to cover in the society.

Biradar (2013) published on “Empowerment of Rural Women through Information and Communication Technologies (ICTs)” in ‘Indian Streams Research Journal’. Rural Development is a process leading to sustainable improvement in the quality of life of rural people, especially poor men and women. Women represent 48 percent of India's population. Women have a key role in economic advancement of any country. Women have been working in line with men in various sectors, they hold key positions in government as well as private sector, and many have also managed their own business successfully. The competency building of women also considered as an active process enabling women to realize their full identity and power in all spheres of life. Women have been entered in almost all economic sectors: and have demonstrated the passion and the persistence to succeed. In this way women are very important part of economic activity. Economic activity can be expanded through women empowerment. Sustainability of our development lies on women’s equal participation in economic, social, and political activities. In this direction more and more emphasis is laid on the need for development of women and their active participation in the main stream of development process.

Dadhe (2013) published on “Social Media: A New Marketing Exemplar” in ‘Global Research Analysis’. Technology and the boom of the internet have encouraged people to connect with each other, share information
and build relationships and the social web has presented a new form of communication through social media which allow people to interact and converse with each other. This presents marketers with the opportunity to affect consumers purchase decisions through online marketing and social media. This social engagement by consumers has significant impact on marketing activities of MSMES as marketers and need to be aware of the factors affecting consumer’s purchase.

The research paper entitled “Information and Communication Technology (ICT) and Attainment of the Millennium Development Goals (MDGs): The Interdependence between MDGs’ Educational and Socio-economic Goals” written by Kaino (2013) and published in ‘Journal of Communication’, focuses on the extent to which university-based research on Information and Communication Technology (ICT) addressed and impacted the Millennium Development Goals (MDGs) in education, social and economic development in the countries of Botswana, Namibia and Zimbabwe. Twenty-two ICT-related projects were selected on the basis of (a) having a focus on ICT research knowledge production, (b) intensive involvement of ICTs, and (c) not being more than five years old. The study was descriptive in nature and used both qualitative and quantitative in design using questionnaires, structured interviews and documentary schedules. The data collected was qualitatively analyzed. The findings of the study showed that ICT applications were a means to extend access to wider educational opportunities and this added value to productivity-related socio-economic activities. It was concluded that the studies surveyed did make some positive contributions and education was the base for socio-economic development in attainment of MDG’s agenda through the use of ICT.

Kolar and Kakade (2013) write on “Relevance of Radio for Promoting and Popularizing Organic Farming: a Literature Review” in ‘Global Research Analysis’. The present article is intended to study the Impact of Organic Farming radio programs and to know the effectiveness of
radio communication (All India Radio) on the knowledge level of organic farmers in Karnataka state. This paper gives an idea about the role of radio in imparting information to farmers, their knowledge gain and media habits of the farmers and it will help to the further researchers in this field.

Minakshi Das (2013) published an article entitled “Woman and Internet: A Philosophical Study of Gender Inequality between Male and Female” in ‘Golden Research Thoughts’. The paper mainly tries to explore the position of a woman in our modern society, which is technologically so advanced and updated. It can be stated that technology is giving us a signal of a post human future without having the traditional limitations of time; space and quantity on the availability and openness of information and communication. But the most important point is that though our society is showing tremendous growth but from the ancient time to the present women in most cultures has had to face lots of challenges to prove their potentialities. Not only in the real world but also within the virtual world women have been neglected from decades. The most interesting example of the same can be found within the video games. Thus, the article will try to focus some issues like the above and will seek to provide the philosophical interpretation of body and how the body as well as the female body has been neglected from the earlier philosophical tradition and how the present phenomenological interpretations are trying to overcome those problems. Finally, the article will try to find out a solution of the given problems by following the feminist ethics as well as the computer ethics.

Suganya Manickavelan (2013) writes on “A Study on the Effect of Public Service Announcement in Television” in ‘Abhinav Journal’. Public service announcements are creating awareness among public. The study is about the effect of celebrity presenting public service announcement in television. This study helps to find out influence of celebrating presenting government made Tamil public service announcements and its effect in pursuing the announcement made for public cause in Tamil Nadu. The method adopted for this study is survey. The findings are evaluated by measuring recall
and recognize of public service announcements the study found that publics are aware of celebrity presenting public service announcement that telecasted in television and they have influenced to it. When celebrities appearing for the cause it truly fulfills the goals of that awareness but public tend to forget the cause and remember the celebrities. However, some public can recall the announcements with the celebrities name and the visuals that telecasted in television. The recent public service announcement by Tamil Nadu government is dengue awareness presented by actor Karthi. The announcement had a reach among public and it was easily understandable by public. The study finally concludes with feedback has to be taken. There are more unaware causes left out and more awareness has to create among public by television channels.

Thangaraj and Eahambaram (2013) published “A Study on the Effectiveness of Television Advertisement with Special Reference to Textile Showroom in Coimbatore City” in ‘Indian Journal of Applied Research’. Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor. It is inevitably the ‘loudest’ ingredient in the promotional mix. It stares at us from television screens and or other media in general. It is difficult to ignore it. Outsiders to the marketing fraternity, often regard advertising as synonymous with marketing. They overlook the fact that advertising is one of the elements in the promotional mix, and latter is one elements in the marketing mix. Like a good chef who can mix his ingredients to produce a mouthwatering dish, so cam the master marketer, through a creative and intelligible use of components likes advertising devise a competition beating recipe. However, in both instances it is essential to know precisely the influencing stimuli that make the customer to react positively to what is being offered. Every advertisement has certain goals to achieve.

recognized as a vital element in national development efforts. This is equally true in building the information society in our country where wide technical and economic disparities exist between men and women. Information and communication technologies (ICT) have played a major role in the development of societies. The rapid breakthrough in new information and communication technologies (ICTs) is changing the way knowledge is developed, acquired and delivered. The new technologies offer opportunities to innovate on course content and teaching methods and to widen access to higher learning. This paper explained that computer education how playing critical role in empowering of the rural women. For this purpose I have collected primary data on socio economic characteristics of the rural women and creating employment through computer education in Mahabubnagar district of Andhra Pradesh. The findings of the study, 30 percent of the respondents got the employment in various schools to teach the basic computer skills, 26 percent of the respondents are creating employment themselves, 16 percent of the respondents are doing the service sector jobs like data entry operators and 12 percent of the respondents are doing business. Reaming 16 percent of the respondents are utilizing their knowledge to higher education.
2.3. References:


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