

A STUDY OF TELEVISION VIEWING HABITS AMONG RURAL WOMEN OF AKOLA DISTRICT

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ABSTRACT:

Today, television is considered to be a major source of information, education, entertainment and knowledge for women. Television consumption is accepted as a part of most people's everyday lives and thoughts to reflect one's choices and preferences, which in turn reflect one's „taste“. The Media Planner has to rate numerous television channels on the basis of popularity just to address the target both rural and urban women audience. The television has done the work of influencing the attitude of women. Television has transformed the tendency of women to view, think and understanding has changed. Television has now made women understandable in terms of things and circumstances even with a logical point of view. Television has also worked to influence women in many ways. Its effect can be well understood today by the changes in women's speaking, debating, awareness and life style. Television has established its status as a cheap and knowledgeable means of entertainment for women belonging to low income groups and even those who are uneducated. While today's television has worked to make women aware and alert. Somewhere, its negative impact on family and social relations can also be clearly seen. The increasing numbers of television channels have increased their entertainment options and media habits.

INTRODUCTION:

Television is a powerful medium through which information regarding different societal issues is disseminated. The process of information transmission was divided in to dissemination, interpretation and evaluation. Television is the most powerful of all the media of mass communication. It is in fact, a revolution in communication process in a modern society. It has brought not only the whole world into the homes of the viewers but has earned their confidence as regards its reliability. They have become vulnerable to its influence. People are regularly exposed to it Mahajan, Kamlesh.

Television became a medium of communication with power impact on women. They are stimulated by the imaginary world of television. Different changes were seen on TV-viewing habits of women's in recent years. It

is observed that the duration of TV-viewing in general and the duration of watching TV alone have increased. states that TV stands out from other media as it is generally used more and can present more lifelike content than most of other media. Technological developments have caused media options to expand rapidly. The advent of cable television made a large number of channels available to an average household. With more channels available to watch, audience attention became more fragmented. Television was introduced in India as a pilot project under ALL India Radio in September, 1959 to transmit educational and development programs on an experimental basis to the population in New Delhi and its peripheral areas.

At present, 24-hour TV channels have occupied most of our time. Until 1991, Indian audiences received a controlled, development oriented and propaganda induced television programming. As the penetration of cable and satellite television channels increased in India, there was clamor from different corners to regulate the content of television as it posed a threat to local culture. The decade of 1990s brought a big challenge for Doordarshan. The monopoly of DD ended in early 90s, but it remained as the broadcaster with highest number of viewers until 1998 in urban areas. DD began to shift its focus from educational and informational programs to entertainment programs. The commercialization of DD saw the development of soap operas, situation comedies, dramas, musical programs and quiz shows. But the entry of foreign programmers such as CNN, STAR TV, as well as other domestic channels like Zee TV and Sun TV, transformed the competitive environment of television. the growth of television in the developing world over the last two decades has been extraordinary. Estimates suggest that the number of television sets in Asia has increased more than six-fold, from 100 million to 650 million, since the 1980.

With an explosion in the number of television channels in the past ten years in India, media viewing habits of women have undergone a revolutionary change. Their content and the portrayal of lifestyles and cultures have tremendous influence on the viewer's especially female viewers. Indian television industry witnessed phenomenal changes after globalization. This change has been most visible in the urban areas, where satellite channels have multiplied practically in every home today where women are more aware and with a more global perspective. it can be said in definite words that television possesses a great potential to be used in furthering the cause of women development.

A study was designed to study and analyzed the television viewing habits of rural women of Akola District and its importance of television in their life.

OBJECTIVES

1. find the television viewing habits among rural women of Akola District
2. To find the favorite television programs of women.
3. To find out the language in which they like watching programs.
4. Find out what has changed in the lives of women by television viewing habits and viewership patterns.
5. To identify the regularity and time spent on watching television by among women

HYPOTHESIS

The hypothesis was that the women in these hilly areas differ in their media habits and viewership pattern of television programs. The hypothesis of the study are:

1. Rural women mostly use television as a means of entertainment.
2. TV has worked to affect the lives of rural women.

METHODOLOGY

This study has been conducted in Akola District of Maharashtra state. The data from the 100 questionnaires were classified and tabulated for the purpose of analysis and interpretation. The tabulated data clearly depicts the views of the respondents relating to their information and television viewing habits in multifarious dimensions. The data was collected from four village of Akola Block.

Methodology- For the purpose of studying the present problem the researcher has selected the survey method. The conventional technique i.e. questionnaire was employed for primary data collection. The questionnaire was originally written in Marathi.

Sample- A total numbers of 200 females sample were selected for this study. Sample take equally (50 sample each village) from four villages of Akola block. Samples comprised 200 women from Akola Block villages of Akola district.

SCOPE AND LIMITATION

The study of the research problem was limited to rural women of Akola District. Study is confined to the analysis of television viewing habits among rural women of Akola District, Maharashtra. The following limitations are identified:

1. It investigates the television viewing habit among rural women of Akola District(limitation by respondent).
2. It covers the rural women of only the Akola District(by geography).
3. It considers only those women having a minimum qualification of High School or above (by qualification).
4. It includes only those women who are in the age group of 20 years and above (by age)

DATA ANALYSIS:

Table No1.1
Do you watch television?

	Yes	No	Total
F	196	04	200
%	98.00%	02.00%	100%
Fe	100	100	
Fo-fe	96	-96	
Fo-fe²	9216	9216	
Fo-fe²/fe	92.16	92.16	
	184.32		

Table No1.2
At what time do you like watching TV?

	In Morning	In Afternoon	In Evening	In Night	No Use TV	Total
F	00	10	112	74	04	200
%	00.00%	05.00%	56.00%	37.00%	02.00%	100
Fe	40	40	40	40	40	
Fo-fe	-40	-30	72	34	-36	
Fo-fe²	1600	900	5184	1156	1296	
Fo-fe²/fe	40	22.5	129.6	28.9	32.4	
	253.4					

Table No 1.3
Which channels do you love watching on TV?

	News channel	Entertainment channel	Sports and business channel	Religious channel	Science channel	Fashion, shopping or food channel	No use TV	Total
F	28	150	02	02	10	02	04	200
%	14.00%	75.00%	1.00%	1.00%	5.00%	1.00%	2.00%	
Fe	28.571	28.571	28.571	28.571	28.571	28.5714	28.571	
Fo-fe	-0.571	121.428	-26.571	-26.5714	-18.571	-26.571	-24.571	
Fo-fe²	0.326	14744.9	706.040	706.040	344.898	706.040	603.755	
Fo-fe²/fe	0.011	516.071	24.7114	24.7114	12.071	24.711	21.131	
	623.42							

Table No 1.4
What kind of programs do you like to watch on TV channels?

	Serial and Entertainment programs	Educational, Health and Science programs	Agricultural and Environment programs	News and Current affairs programs	Sports and Business programs	Law and crime based programs	No use TV	Total
F	148	20	00	18	06	04	04	
%	74.00%	10.00%	0.00%	9.00%	3.00%	2.00%	2.00%	
Fe	28.571	28.571	28.571	28.571	28.571	28.57	28.571	
Fo-fe	119.42	-8.571	-28.571	-10.57	-22.571	-24.57	-24.57	
Fo-fe²	14263.18	73.469	816.32	111.75	509.46	603.75	603.75	
Fo-fe²/fe	499.21	2.571	28.571	3.911	17.83	21.13	21.131	
	594.36							

Table No1.5
What type of serials you like to watch on TV?

	Soap opera saas-bahu typeserials	Based on historical background serials	Religious serials	Reality shows	Crimes based serials	Horror and Magic shows	No use TV	Total
F	88	38	28	20	22	00	04	200
%	44.00%	19.00%	14.00%	10.00%	11.00%	0.00%	2.00%	
Fe	28.571	28.57	28.571	28.571	28.57	28.57	28.571	
Fo-fe	59.428	9.428	-0.571	-8.57	-6.57	-28.57	-24.57	
Fo-fe²	3531.7	88.89	0.326	73.469	43.18	816.32	603.75	
Fo-fe²/fe	123.61	3.111	0.011	2.571	1.511	28.57	21.131	
	180.52							

Table No1.6
The following categories of channels do you like to watch?

	Science channel	News channel	Sports channel	Fashion TV	Food and traveling channels	Hollywood movie channels	No like	No use TV	Total
F	46	00	02	00	08	00	140	04	200
%	23.00%	0.00%	1.00%	0.00%	4.00%	0.00%	70.00%	2.00%	
Fe	25	25	25	25	25	25	25	25	
Fo-fe	21	-25	-23	-25	-17	-25	115	-21	
Fo-fe²	441	625	529	625	289	625	1322	441	
Fo-fe²/fe	17.64	25	21.16	25	11.56	25	529	17.64	
	672								

Table No1.7
Do you schedule your work according to your favorite program?

	Yes	No	Sometimes	No use TV	Total
F	32	104	60	04	200
%	16.00%	52.00%	30.00%	2.00%	
Fe	50	50	50	50	
Fo-fe	-18	54	10	-46	
Fo-fe²	324	2916	100	2116	
Fo-fe²/fe	6.48	58.32	2	42.32	
	109.12				

Table No 1.8
How do you use Television?

	Regular	Sometimes	On holidays	Not use TV	Total
F	182	14	00	04	200
%	91.00%	7.00%	0.00%	2.00%	
Fe	50	50	50	50	
Fo-fe	132	-36	-50	-46	
Fo-fe²	17424	1296	2500	2116	
Fo-fe²/fe	348.48	25.92	50	42.32	
	466.72				

Table No 1.9

How much time do you spend watching TV shows on a daily basis?

	Less than one hour	One-2 hour	Two-three hour	More than three hour	No use TV	Total
F	10	112	68	06	04	200
%	5.00%	56.00%	34.00%	3.00%	2.00%	
Fe	40	40	40	40	40	
Fo-fe	-30	72	28	-34	-36	
Fo-fe²	900	5184	784	1156	1296	
Fo-fe²/fe	22.5	129.6	19.6	28.9	32.4	
	233					

Table No 1.10

Which language do you like to watch in the program on TV?

	Marathi	Hindi	English	No use TV	Total
F	98	00	00	02	
%	49.00%	0.00%	0.00%	1.00%	
Fe	50	50	50	50	
Fo-fe	48	-50	-50	-48	
Fo-fe²	2304	2500	2500	2304	
Fo-fe²/fe	46.08	50	50	46.08	
	192.16				

TESTING OF HYPOTHESIS

Hypothesis 1- Women use TV as a means of most entertainment. This hypothesis has proved to be correct during the study. Because most women prefer watching entertainment program channels and entertainment related programs.

Hypothesis 2 -TV has worked to influence the lives of rural women. This hypothesis has proved to be absolutely correct during the study. Because, according to most women, watching programs broadcast on TV has changed in their lives in many ways, according to them, this change is based on their language, wear and eating habits, intellectual level, social behavior, family relations and quality of life.

FINDINGS AND DISCUSSIONS

The findings of the study reveal that most of the rural women are daily viewers. Women watch Television mainly for acquiring knowledge and also a medium of entertainment, relaxation and to pass time. The study also highlights that women mostly prefer to watch serials, reality shows, films and music programs. All age groups

prefer to watch serials in Entertainment channels. Most of the women showed their interest in the daily serials of Saas- Bahu type, where now women have started getting serial preferences centered on crime, which is also doing their work to make them conscious and aware. On the other hand, the percentage of women watching Discovery and Science Channels is very low. A study conducted in found that Male are more inclined towards news, sports, and educational programs, where as females preferred serials, music and feature films. Entertainment was the man motivating factor for women, children and members of the lower class to watch DD programs, whereas the members of the upper middle class treated television medium as a source of information and education in addition to its being for entertainment. Older women offer comments about family television that indicate relatively little involvements with it. They are not particularly attentive little involvement with it. They are not particularly attentive to women's changing roles with in the family, certainly not as attentive to it as they are to women's changing roles within the work force, which seems to be more interesting to them or at least is more often a topic of their discussion. Their comments on older family television shows display little, almost no nostalgia for the families of days gone by.

Most women are regular viewers of TV and they like to watch TV at evening and night because they have done their most work at the moment. In case of Indian women's the popularity of television can't be doubted, its efficacy for them lies in the fact that they watch its programs at an hour when they feel free from other duties. In a sense middle class women's discussions of televisions are more "psycho logistic" than are those of working – class women's, more often they concern that relational problems that theorists have argued take a more primary form for females individuals in our society then for males as a result of our patriarchal social organization. In contrast, workingclasswomen's often express this reception of television using terms that are first related to their experience as members of the working class and secondary related to their experience as women per se in our society. External factors like fair and festivals and marriages influenced the TV viewing behavior. On these occasions, when women's were free from the household work, the number of viewers increased. On the contrary, when such occasions needed intensive female's participation, it led to reduction in the number of viewers.

Due to increasing dependence on TV and its popularity, many women have admitted that they usually set their time for work on the basis of time of their favorite program or sometimes. Most women spend regular hours 1 to 2 hours watching TV and they like to watch the program in Hindi only. According to most women, due to the habit of viewing the TV, there have been many personal and social changes in their lives, and TV has also had a direct impact on the habit of wearing, eating and talking to them.

CONCLUSION

After analyzing the research presented, it can be said that at present, television has become a major source of entertainment for rural women as the main source of information and local and international news. Because of being a hilly area, many areas are far from the reach of newspapers and magazines .Television has become a major source of entertainment and information for domestic and working, educated and uneducated, low age group or elderly women. Many of its positive and negative effects can also be clearly seen. While there is a growing dependency on women's television, many social effects are also visible. But despite the various types of positive and negative influences, the importance of television for women cannot be underestimated.

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