



## TELEVISION AND CHANGING SOCIAL STATUS OF JAUNSARI WOMEN OF GARHWAL: VIEWPOINT OF EXPERTS FROM MEDIA, GOVERNMENT AND NON- GOVERNMENT ORGANISATIONS

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**Abstract:** Television as a mass medium has the most powerful impact on the lives of Jaunsari women. It has act as a catalyst in accelerating their empowerment and leading them to the progressive path of development. The present study attempts to analyze the role of television in changing social status of Jaunsari women of Garhwal from the viewpoint of experts from Government organisations, Media houses and NGOs. The viewpoint of these experts will be helpful in light the vital role played by television as a powerful mass media tool in bringing revolutionary change in their lives.

**Keywords - Television, Mass Media, Viewpoint, Empowerment, Jaunsari Women**

### I. INTRODUCTION

The development of television has created a hope in upholding unity in diversity in pluristic society like India. Television is the most powerful tool of mass media which is capable of reshaping the opinion of the people. Marshall McLuhan observes, "TV is the most appropriate medium for mass communication especially for the developing countries because its involving and absorbing nature TV involves the viewers as a whole. The emergence of satellite TV has brought about a global change". As a whole, the purpose of any media is to inform, evaluate, direct, influence, teach, image projecting, orientation and create suitable environment for effective decision making. Media consumption captivates long hours each day in the lives of every man. Beyond providing entertainment, television vastly increases both the availability of information about the outside world and exposure to other ways of life. It has been stated that TV stands out from other media and is generally used more and can present more real content than most of the other media.

Television stimulates and reinforces ideas, beliefs and tendencies already possessed by the viewer. For example, television repeats and thereby reinforces the messages on family planning, importance of girls' education, marriage age, environment protection, energy conservation etc. Thus, it serves persuasive function. Television has more flexibility and mobility in its coverage due to audio-visual presentation. This is the reason why it has become a family medium. Family members receive messages in their own environment. It can show what happened and how it happened. It can show landing of a man on mars, functioning of heart or division of cell through animation. Above all, it can provide entertainment also. Thus, television as a mass medium informs, educates, inspires and motivates. **Kundra, Shipra (2005, p-116).**

## II. OBJECTIVES OF THE STUDY

1. To analyze the role played by television as a mass media in the social lives of Jaunsari Women through view point of experts from media, government and non-government organisations.
2. To analyze the role played by television as a mass media in empowering Jaunsari Women through view point of experts from media, government and non-government organisations.

## III. HYPOTHESIS

Television as a mass media has certainly played a vital role in empowering Jaunsari women socially according to viewpoint of experts from media, government and non-government organisations.

## IV. IMPORTANCE OF THE STUDY

This study attempts to explore the role of television as a Mass Media in empowering Jaunsari Women. The study helps in examining the influence created by television as a tool of Mass Media in their social lives. This study could be really proved as beneficial for similar future related women studies

## V. RESEARCH METHODOLOGY

In this study the opinion regarding television and changing social status of Jaunsari women is gathered from media experts, government organizations and NGOs. An interview schedule of 16 questions has been constructed by the researcher. For this purpose, a list of 30 experts of each category has been prepared. Out of these, 20 experts from each category have been selected by using lottery method. Thus, a total of 80 experts have been interviewed by the researcher.

## VI. DATA ANALYSIS AND INTERPRETATION

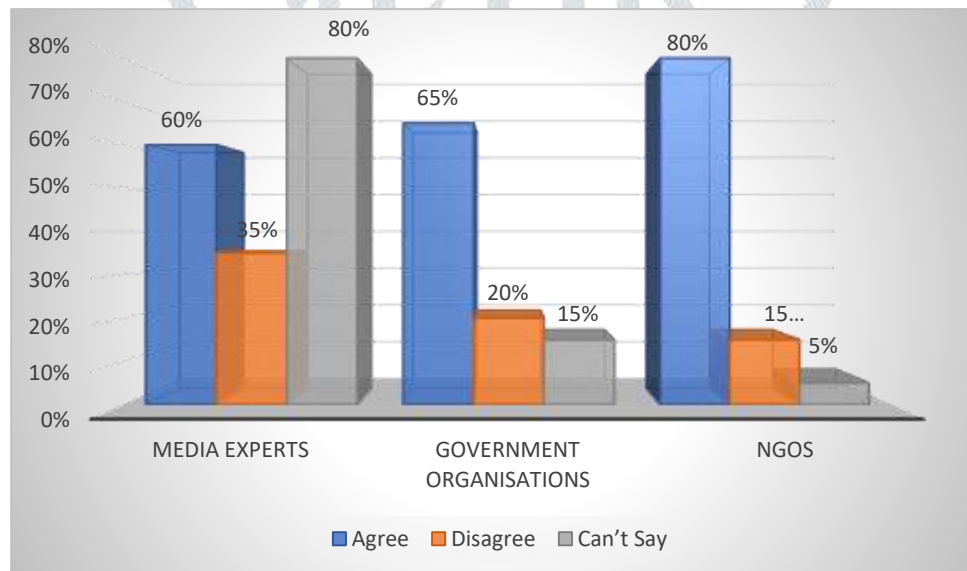
Table.1- Respondents Introductory Details; N=80

Age	Media Houses		Government Organisations		NGOs	
	Number	Percentage	Number	Percentage	Number	Percentage
18-25 Years	3	15%	4	20%	4	20%
26-30 Years	5	25%	5	25%	6	30%
31-35 Years	8	40%	3	15%	4	20%
Above 35 Years	4	20%	8	40%	6	30%
<b>Total</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>
<b>Gender</b>						
Male	12	60%	14	70%	11	55%
Female	8	40%	6	30%	9	45%
<b>Total</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>
<b>Annual Income (In Rupees)</b>						
Below 1 Lakh	1	5%	0	0%	1	5%
1-5 Lakhs	16	80%	4	20%	16	80%
5-10 Lakhs	3	15%	14	70%	3	15%
Above 10 Lakhs	0	0%	2	10%	0	0%
<b>Total</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>
<b>Educational Qualification</b>						
High School	0	0%	0	0%	0	0%
Intermediate	1	5%	0	0%	0	0%
Graduation	8	40%	3	15%	1	5%
Post-Graduation and Above	11	55%	17	85%	19	95%
<b>Total</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>

Duration of Resident Period						
Less than 5 Years	2	10%	1	5%	2	10%
5-10 Years	2	10%	2	10%	3	15%
More than 10 Years	16	80%	17	85%	15	75%
<b>Total</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>

**Table.2.-Opinion Regarding whether Television as a Mass Medium has helped Jaunsari Women in Raising their Social Status within their Community**

Opinion	Media Experts		Government Organisations		NGOs	
	Number	Percentage	Number	Percentage	Number	Percentage
Agree	12	60%	13	65%	16	80%
Disagree	7	35%	4	20%	3	15%
Can't Say	1	5%	3	15%	1	5%
<b>Total</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>



**Figure-2**

**Table.3.-Opinion Regarding that there is a change in the Mindset of Jaunsari Community towards Women after the Access to Television Programmes in their Area.**

Opinion	Media Experts		Government Organisations		NGOs	
	Number	Percentage	Number	Percentage	Number	Percentage
Agree	12	60%	11	55%	10	50%
Disagree	5	25%	5	25%	4	20%
Can't Say	3	25%	4	20%	6	30%
<b>Total</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>



Figure-3

**Table.4- Opinion Regarding that the Television as a Mass Medium has helped in Enhancing Self-confidence and Self-esteem of Jaunsari Women.**

Opinion	Media Experts		Government Organisations		NGOs	
	Number	Percentage	Number	Percentage	Number	Percentage
Agree	11	55%	13	65%	12	60%
Disagree	5	25%	6	30%	4	20%
Can't Say	4	20%	1	5%	4	20%
<b>Total</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>

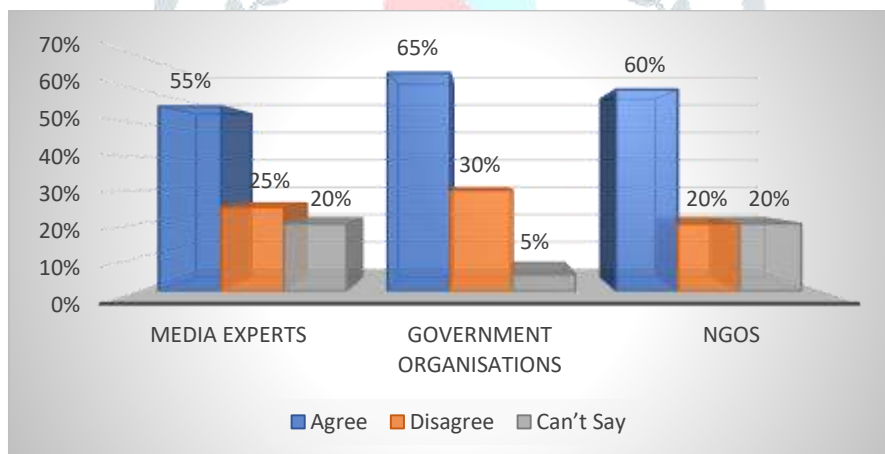


Figure-4

**Table.5- Opinion Regarding that the Television as a Mass Medium has helped Jaunsari Women in Achieving the Goal of Social Freedom.**

Opinion	Media Experts		Government Organisations		NGOs	
	Number	Percentage	Number	Percentage	Number	Percentage
Agree	13	65%	12	60%	13	65%
Disagree	3	15%	3	15%	3	15%
Can't Say	4	20%	5	20%	4	20%
<b>Total</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>

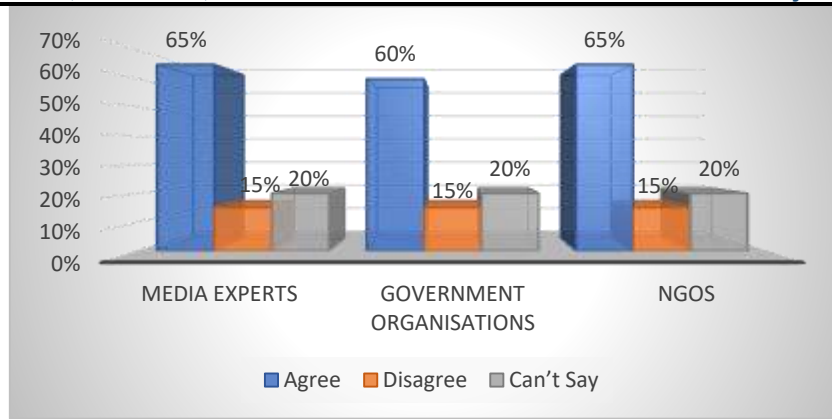


Figure-5

**Table.6-Opinion Regarding that Television as a Mass Medium has helped Jaunsari Women in knowing about their Constitutional and Legal Rights.**

Opinion	Media Experts		Government Organisations		NGOs	
	Number	Percentage	Number	Percentage	Number	Percentage
Agree	10	50%	10	50%	13	65%
Disagree	7	35%	6	30%	5	25%
Can't Say	3	15%	4	20%	2	10%
<b>Total</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>

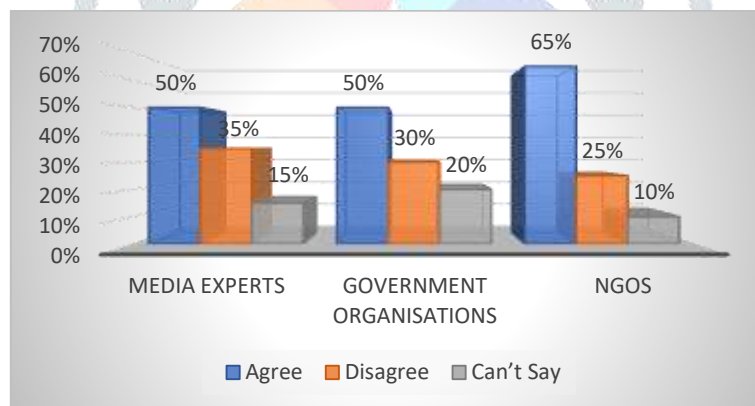


Figure-6

**Table.7- Opinion Regarding that Television as a Mass Medium has motivated Jaunsari Women to Stand up and Demand their Rights and Privileges.**

Opinion	Media Experts		Government Organisations		NGOs	
	Number	Percentage	Number	Percentage	Number	Percentage
Agree	13	65%	13	65%	13	65%
Disagree	3	15%	4	20%	3	15%
Can't Say	4	20%	3	15%	4	15%
<b>Total</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>

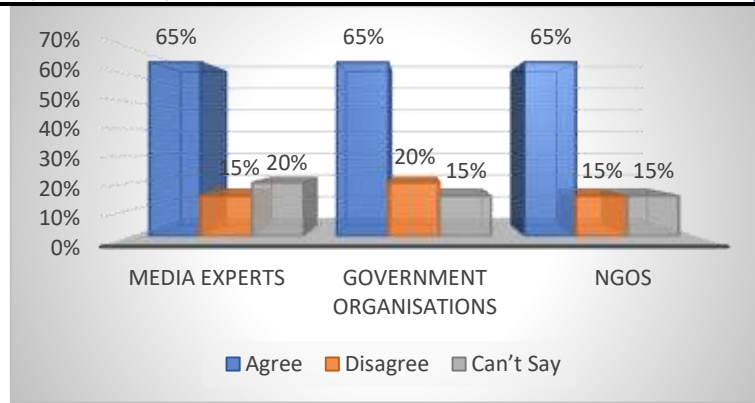


Figure-7

**Table.8-Opinion Regarding that Television as a Mass Medium has Motivated Jaunsari Women in Raising their Voice against any Atrocities by the Male Members within their Community.**

Opinion	Media Experts		Government Organisations		NGOs	
	Number	Percentage	Number	Percentage	Number	Percentage
Agree	12	60%	12	60%	13	65%
Disagree	3	15%	2	10%	3	15%
Can't Say	5	25%	6	30%	4	20%
<b>Total</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>

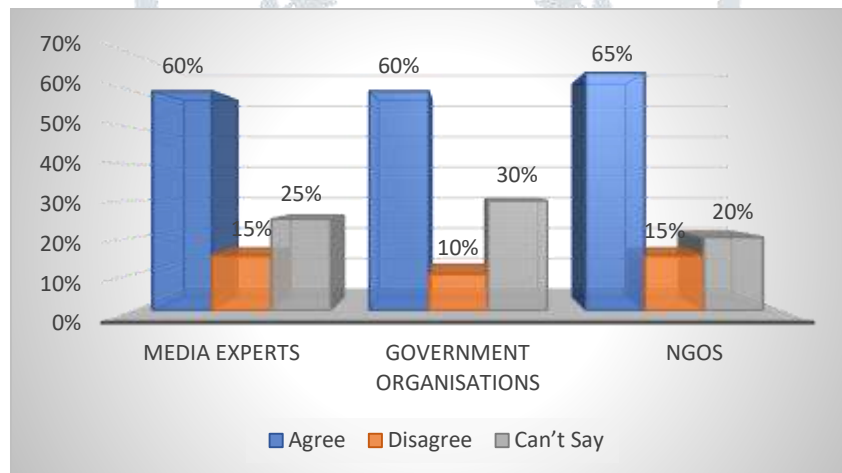


Figure-8

**Table.9-Opinion Regarding that Television as a Mass Medium has helped in Removing the Traditional Custom of Polyandry of Jaunsari Community.**

Opinion	Media Experts		Government Organisations		NGOs	
	Number	Percentage	Number	Percentage	Number	Percentage
Agree	15	75%	17	85%	13	65%
Disagree	2	10%	2	10%	2	10%
Can't Say	3	15%	1	5%	5	25%
<b>Total</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>

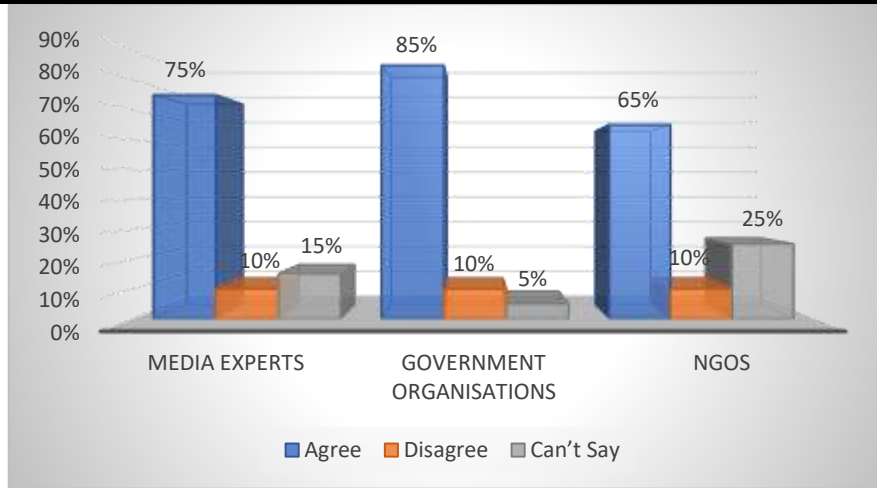


Figure-9

**Table.10- Opinion Regarding that Television as a Mass Medium in the Lives of Jaunsari Women has helped in providing Information about Various Central and State Government Schemes for their Welfare.**

Opinion	Media Experts		Government Organisations		NGOs	
	Number	Percentage	Number	Percentage	Number	Percentage
Agree	14	70%	13	65%	15	75%
Disagree	4	20%	3	15%	3	15%
Can't Say	2	10%	4	20%	2	10%
<b>Total</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>



Figure-10

**Table.11- Opinion Regarding that Television as a Mass Medium in the lives of Jaunsari Women has helped in Facilitating their Financial Independence by creating Awareness about Self-employment Opportunities.**

Opinion	Media Experts		Government Organisations		NGOs	
	Number	Percentage	Number	Percentage	Number	Percentage
Agree	10	50%	12	60%	10	50%
Disagree	4	20%	6	30%	3	15%
Can't Say	6	30%	2	10%	7	35%
<b>Total</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>

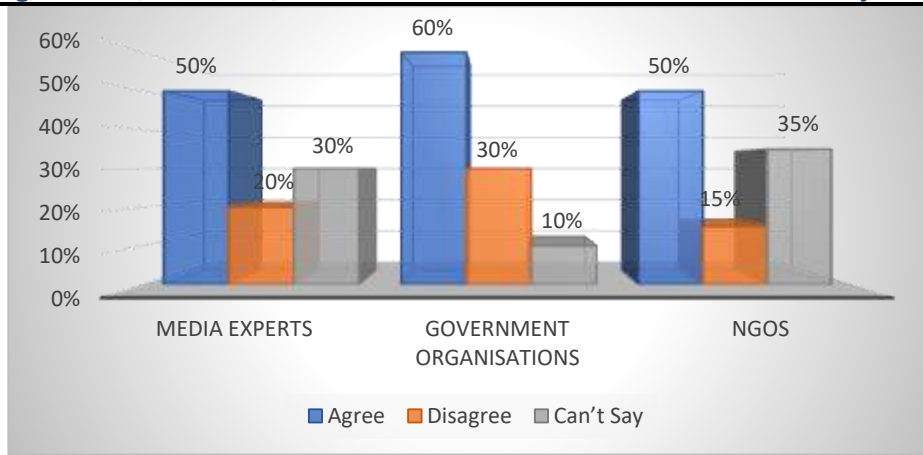


Figure-11

**Table.12- Opinion Regarding that Television as a Mass Medium has helped in Educating Jaunsari Women about Health-Related Programmes.**

Opinion	Media Experts		Government Organisations		NGOs	
	Number	Percentage	Number	Percentage	Number	Percentage
Agree	16	80%	17	85%	14	70%
Disagree	3	15%	2	10%	3	15%
Can't Say	1	5%	1	5%	2	10%
<b>Total</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>

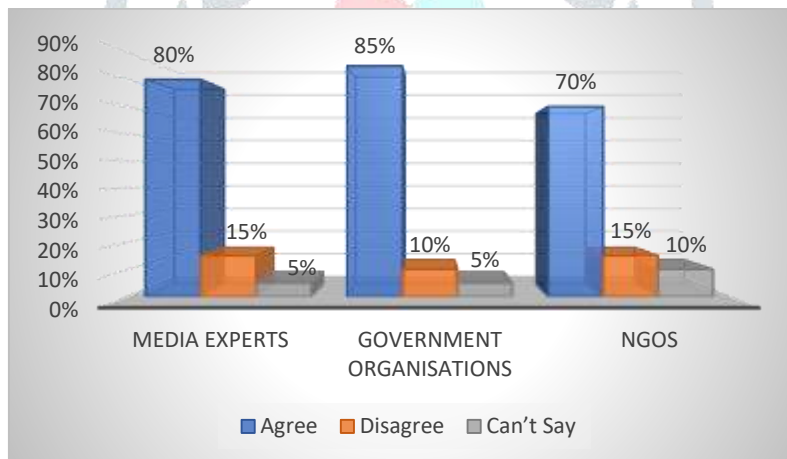


Figure-12

**Table.13- Opinion Regarding that Television as a Mass Medium has Promoted Women-centric Programmes.**

Opinion	Media Experts		Government Organisations		NGOs	
	Number	Percentage	Number	Percentage	Number	Percentage
Agree	13	65%	10	50%	14	70%
Disagree	2	10%	4	20%	2	10%
Can't Say	5	25%	6	30%	4	20%
<b>Total</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>

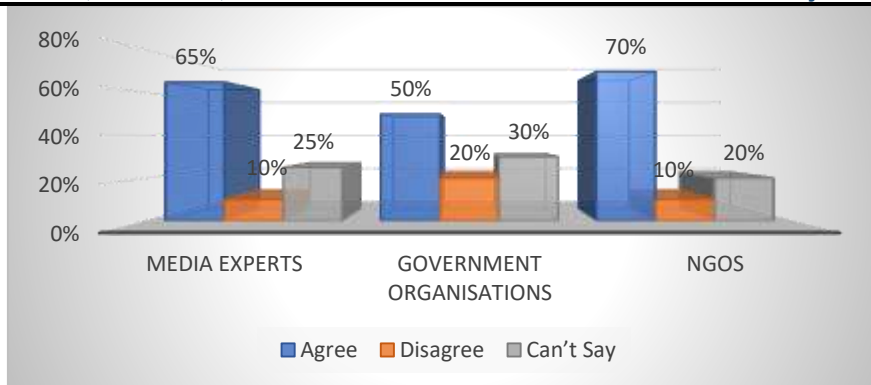


Figure-13

**Table.14- Opinion that Television Programmes for Women are Helping Jaunsari Women in Achieving their Social Upliftment.**

Opinion	Media Experts		Government Organisations		NGOs	
	Number	Percentage	Number	Percentage	Number	Percentage
Agree	9	45%	10	50%	8	40%
Disagree	4	20%	5	25%	4	20%
Can't Say	7	35%	5	25%	8	40%
<b>Total</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>

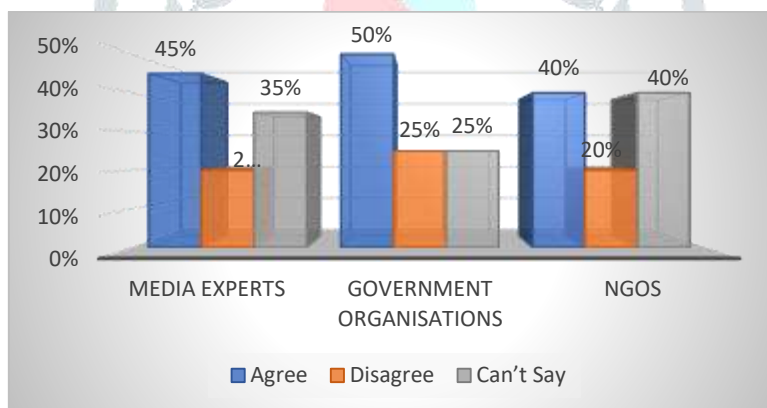


Figure-14

**Table.15- Opinion Regarding that Television as a Mass Medium has helped in Adequately Popularizing Tribal Women Welfare Programmes.**

Opinion	Media Experts		Government Organisations		NGOs	
	Number	Percentage	Number	Percentage	Number	Percentage
Agree	8	40%	7	35%	10	50%
Disagree	9	45%	10	50%	8	40%
Can't Say	3	15%	3	15%	2	10%
<b>Total</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>

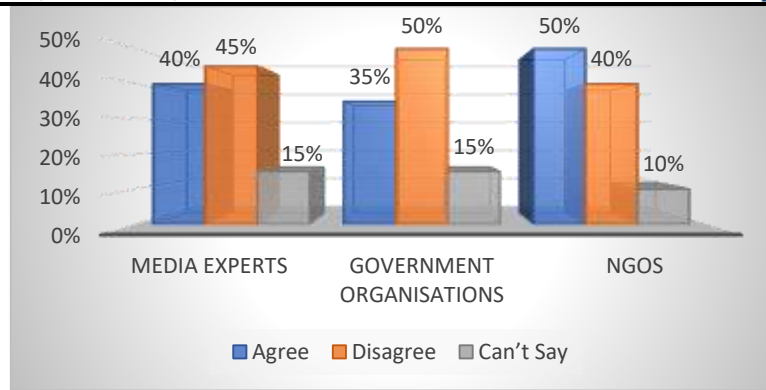


Figure-15

## VII. RESEARCH AND FINDINGS

It is clearly evident that most of the media experts and personals from government organisations and NGOs agree with the opinion that the television as a mass medium has helped Jaunsari women in raising their social status within their community. The maximum number of media experts and personals from government organisations and NGOs agree with the opinion that there is the change in the mindset of Jaunsari community towards women after the access to television programmes in their area. Maximum opinionated that the television as a mass medium has played an important role in enhancing self-confidence, self-esteem and achieving the goal of social freedom of Jaunsari women.

It has been opinionated that television as a mass medium has helped Jaunsari women in knowing about their constitutional and legal rights. Television as a mass medium has played an important role in the lives of Jaunsari women by helping them knowing about their constitutional and legal Rights. Television as a mass medium has also helped in motivating Jaunsari women to stand up and demand their rights and privileges. Most of the experts has the opinion that the television as a mass medium has motivated Jaunsari women in raising their voice against any atrocities by the male members within their community.

Television as a mass medium has also helped in removing the traditional custom of polyandry of Jaunsari community. It has been opinionated that the television as a mass medium in the lives of Jaunsari women has helped in providing information about various central and state government schemes for their welfare. Television as a mass medium has helped Jaunsari women in facilitating their financial independence by creating awareness about self-employment opportunities. Most of the experts has opinion that television as a mass medium has educated Jaunsari women about health-related programmes.

It has also been opinionated that television as a mass medium has promoted women-centric programmes. Television programmes meant for women are also helping Jaunsari women in achieving the aim of social upliftment. Television as a mass medium has adequately popularizing tribal women welfare programmes.

## VIII. TESTING OF HYPOTHESIS

**Television as a Mass Medium has certainly played a vital role in Empowering Jaunsari Women Socially according to Viewpoint of Experts from Media, Government and Non-government Organisations.**

This Hypothesis has been proved correct. The findings of the study have clearly reflected that the most of the experts from the media, government and non-government organisations has held opinion that television as a mass medium has also helped in raising their social status within their community and thus very well achieved their aim of social upliftment.

## IX. CONCLUSION

Thus, it has been proved from the above study that the most of the experts from the media, government and non-government organisations has opinionated that television as a mass medium has been playing a prominent role in the lives of Indian women. Television as a mass medium has come up as the major source of information and entertainment for both educated and uneducated Jaunsari women. The experts also have held opinions that television as a mass medium has helped in changing the mindset of men towards women. Women-centric television programmes are helping Jaunsari women to lead on the path of progression and development. These women-centric television programmes are also helping Jaunsari women in achieving the aim of social upliftment. Television as a medium of communication has been successful in changing family ideologies that affect the women and thus creating the most liberal society that could benefit Jaunsari women at large. Thus, it is an evident fact that Television as an impactful mass medium tool has been successful in changing the lives of Jaunsari women progressively.

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