

## Role of Mass Media in Empowering Jaunsari Women of Garhwal: An Analytical Study

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### ABSTRACT:

*Mass Media acts as a catalyst in the process of change and development. The present tools of Mass Media has made a profound impact on an individual and society as well and thus, accelerated the process of people's empowerment by leading them on the path of progress and modernity. The present study attempts to examine the Media Habits of Jaunsari Women and also to find out the most popular mass media tool among Jaunsari Women. The study also further analyze the role played by Mass Media in empowering Jaunsari Women. The various Mass Media tools entertain, educate and motivate Jaunsari Women and play vital role in bringing revolutionary changes in their lives. The present Mass Media tools have created awareness among them about their rights and privileges and thus has aided in their empowerment process.*

**KEYWORDS:** Catalyst, Empowerment, Jaunsari Women, Media Habits, Mass Media

### INTRODUCTION

"A Mass Medium" says Wilbur Schramm "is essentially a working group of organised around some device for circulating the same message at about the same time, to large number of people." This definition includes the folk media and group media, where communication is direct and not mediated by the use of some device.

Desmond A.D' Abereo says that Mass Media cannot have a definite meaning. According to him the word medium can have different meanings. It can be meant as the spoken, written, audio-visual, non-verbal language. It can also significantly a text or message, formulated in a medium like story in a book, a song on the radio, a film in the cinema or a soap opera on T.V. The words are also used to express a channel of transport for messages, like a radio broadcast or a television production. Finally, it can also mean a media organisation, producing and sending programmes like a broadcasting station, a newspaper office or a film producing company. Particularly, it may be taken as a medium of transportation of messages." The magic of these media have been highly recognised. Deniel Lerner terms them as "mobility multipliers" and Wilbur Schramm calls them "magic multipliers." The functions served by the modern mass media are very similar to those fulfilled by the traditional media in primitive societies, and even in some developing and underdeveloped countries today. The functions of mass media in modern society is manifold.

Today it is influencing our life so deeply that life cannot be imagined without the agencies of mass media like newspaper, radio, television etc. Its functions largely depend upon the various

needs and requirements of the audience and in what way they make use of it. They may also use them as a form of play.

This paper discusses that how tribal women can be empowered through the usage of Mass Media. Empowerment is the term usually associated with feminism. Empowerment is not essentially in terms of political aspect; infact it is a dyanamic process of having development in terms of personal, economic, social and political dimensions. It is often referred as that personal empowerment is the core of the empowerment process. The concept of women empowerment in India is particularly dependent on various dimensions that include geographical location (urban/rural), educational status, social status (caste & class) and age. At present there are various policies on womens' empowerment at the national, state and regional levels in almost every sector like health, education, economic , gender equality & politics. The equal status given to women in terms of power sharing & their active participation in decision making in process at all levels will ensure in the achievement of the goal of their empowerment.

Media has become important tool of communication particularly in rural areas. It is playing a positive role in promoting empowerment among the disadvantage sections of the society particularly tribal women. The main focus of this paper is to find out Mass media's role in tribal women empowerment in rural areas of Jaunsar. Women belonging to the tribal groups are still considered as the weakest sections of the society. Indeed, it can be well said that women in tribal society should be educationally empowered for the overall development of the tribal communities at large.

## REVIEW OF LITERATURE

**Ghosh Jhumur (2012)** examined the status of the implementation of the 73rd Amendment Act that established Panchayati Raj System. The content analysis of the most widely circulated newspapers was done in the year 1993 when panchayat elections were held in the state. The response of the women candidates, nominated in the reserved seats, the reaction of the other panchayat members and that of the political parties were reflected through the news reports published during that period.

**Meena Devi Longjam (2013)** highlighted that the alternative media could be used as the most impactful tool of development process. It could be proved as the most effective one to portray and resonates the views and ideas of the oppressed and marginalized women at the grass root level.

**Okere Samuel & Justina Sam-Okere (2013)** explored that the prospective of print media in framing the women in the field entrepreneurship throughout the world can serve as an important and impactful tool for enhancing their socio-economic empowerment. Therefore, The Punch newspaper which has supposedly to fulfill the mission of being one of the effective instrument of social change, have to increase its numerical quota of framing women and also maintaining the characterization frame of positive image in its column feature of "Big Naira Begins with Small Kobo".

**Shailashree B. (2013)** highlighted that the role of Mass Media in political empowerment of women is very important in a largest democratic country like India. The various Mass Media tools assist women in accessing available resources for their development by means of exposure,

knowledge and information. It was also concluded that Stree Shakti Programmes have brought social change in the villages, but it has not made the women politically conscious or politically empowered and the mass media have not really played any major role in their lives that could help them in making political decisions.

**Devadas and Saravanan, (2015)** stated that television is one of the very successful, powerful and impactful mass media in increasing women literacy level, creating awareness among women about family welfare schemes, updating knowledge about balance diet / nutrition during pregnancy period, providing guidance about children's health, family planning, spreading awareness about organic food and providing knowledge about sports.

## STATEMENT OF THE PROBLEM

The advent of Mass Media has brought a revolutionary change in the lives of Jaunsari Women. Hence, it is evident to study the Media Habits of Jaunsari Women and to find the most popular Mass Media tool prevalent among them and also get to know about the role played by Mass Media in empowering Jaunsari Women.

## OBJECTIVES

1. To study the Media Habits prevalent among Jaunsari Women.
2. To find out the most popular Mass Media tool among Jaunsari Women.
3. To analyze the role played by mass media in empowering Jaunsari Women.

## HYOPOTHESIS

Mass media has certainly played a vital role in empowering Jaunsari Women.

## IMPORTANCE OF THE STUDY

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

## RESEARCH METHODOLOGY

The Qualitative and Quantitative both the research approaches has been employed for the collection of the empirical data from the field. The secondary data has been collected from various sources like books, journals, articles, conferences, published and unpublished research work etc.

**Methodology-** The Participatory observation method and in-depth interview techniques are employed for collected the empirical data from the field of study. The tool of data collection is schedule which comprises of structure questions and some open ended questions. The questions in schedule are prepared both in English and Hindi

**Sampling** -The data collected from the 100 questionnaires is classified and tabulated for the purpose of analysis and interpretation. The 4 villages Haripur, Koti, Lakhwar and Kalsi Gaon of Kalsi block are selected by purposive sampling method. The 100 samples of women respondents are taken equally (25 sample each village) from four villages of Kalsi block by Proportional Stratified sampling,

## DATA ANALYSIS

**Table.1: Respondents Introductory Details; N=100**

Details	No. of Respondents	Percentage
<b>Age</b>		
18-25 years	22	22
26-30 years	44	44
30-40 years	23	23
40-50 years	11	11
<b>Marital Status</b>		
Married	80	80
Unmarried	14	14
Divorced	2	2
Widow	4	4
<b>Educational Qualification</b>		
Illiterate	2	2
Primary	5	5
High School	29	29
Intermediate	30	30
Graduation	24	24
Post Graduation and above	10	10
<b>Profession</b>		
Employed	7	7
Student	14	14
House wife	68	68
Self Employed	11	11

**Table .2: The Media Ownership Pattern among Jaunsari Women.**

Media Ownership	No. of Respondents	Percentage
Newspaper	10	10
Radio	21	21
Television	96	96
Mobile	91	91
No Media Use	5	5

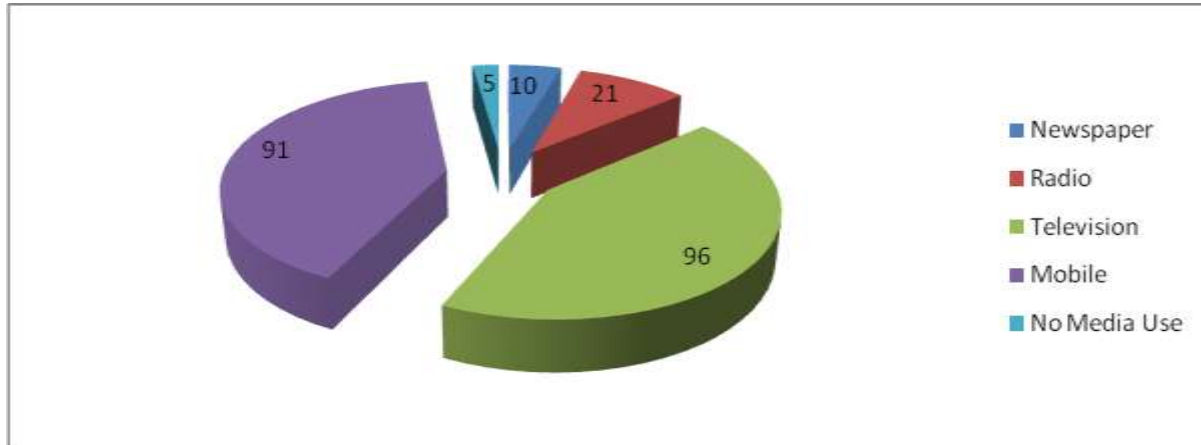


Figure.2

The above Figure.1 shows that the media ownership pattern among Jaunsari Women of each Mass Media separately. It is the possibility that Jaunsari women have access to more than one Mass Media tool at a time. Out of 100 respondents only 10% hold the ownership of Newspaper and rest in case of Radio, Television and Mobile is 21%, 96% and 91% simultaneously. Only 5% Jaunsari Women do not hold any kind of Media Ownership.

Table.3: The most preferred Mass Media tool by Jaunsari Women.

Option	No. of Respondents	Percentage
Newspaper	3	3
Radio	9	9
Television	42	42
Mobile	41	41
Can't Say	5	5
Total	100	100

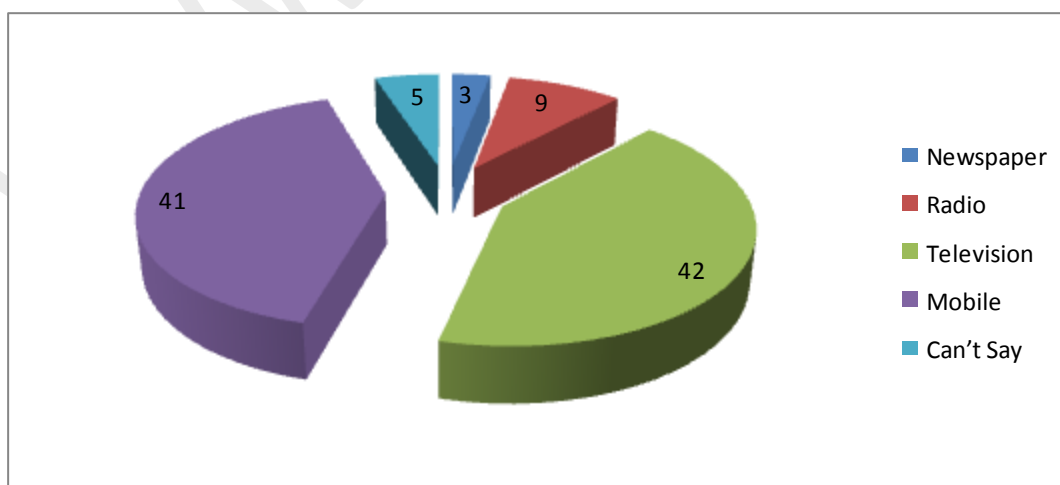


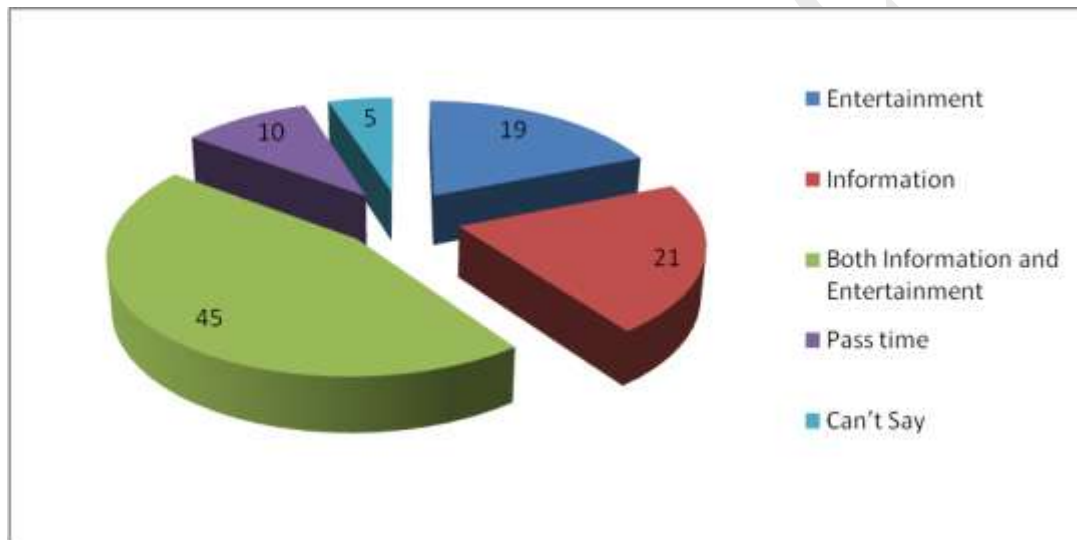
Figure.3



The above figure.2 denotes that the Television is the most preferred Mass Media tool among Jaunsari Women holding 42%.Then second place is held by mobile usage with 41%.The respondents using newspaper and radio the most are only 3% and 9%.The 5% respondents can't say anything about it.

**Table.4: The purpose of using Mass Media by Jaunsari Women.**

Option	No. of Respondents	Percentage
Entertainment	19	19
Information	21	21
Both Information and Entertainment	45	45
Pass time	10	10
Can't Say	5	5
Total	100	100

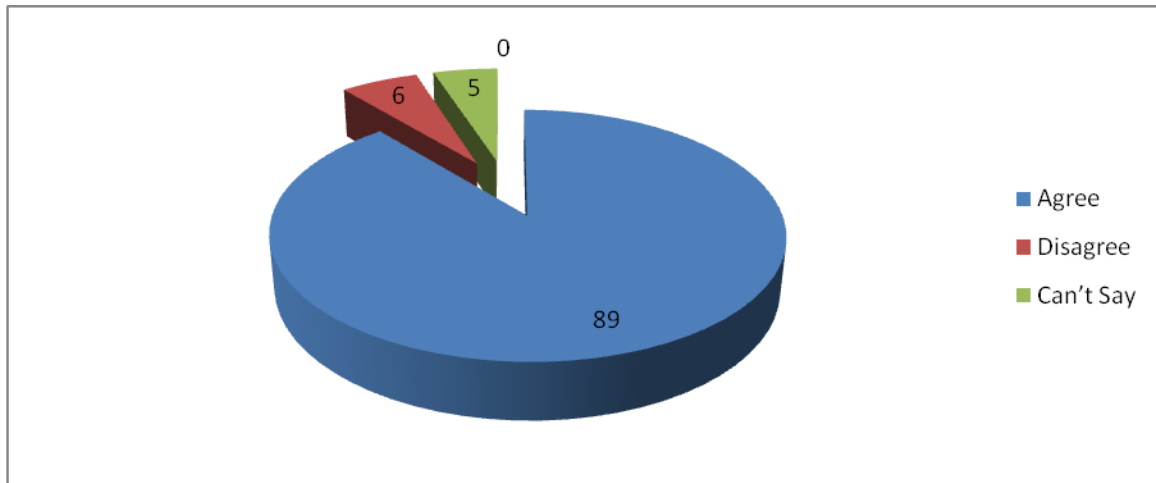


**Figure.4**

The above figure.4 shows the purpose of Jaunsari Women of using Mass Media.45% Jaunsari Women use Mass Media both for information and entertainment.19% only for entertainment and 21% only for information.10% of respondents just wish to pass time by using Mass Media and rest 5% can't say anything about it.

**Table.5:The available Mass Media tools are helping in empowering Jaunsari Women.**

Option	No. of Respondents	Percentage
Agree	89	89
Disagree	6	6
Can't Say	5	5
Total	100	100

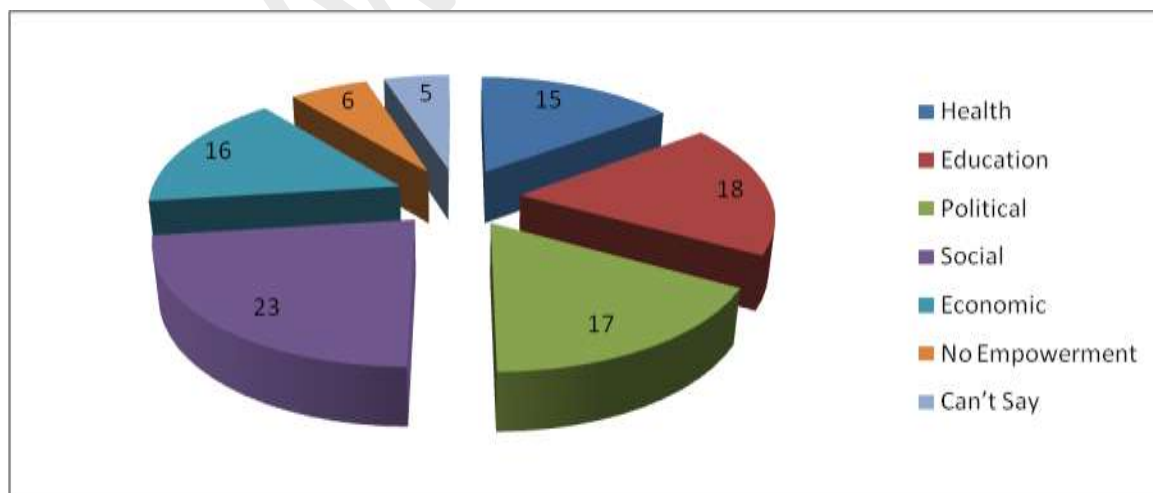


**Figure.5**

The above figure .5 denotes that 89% Jaunsari Women agree to the fact that Mass Media tools are helping in their empowerment and 6% disagree with it. 5% women have no opinion about it.

**Table.6: According to Jaunsari Women, the field in which Mass Media tools are empowering the Jaunsari Women the most.**

Option	No. of Respondents	Percentage
Health	15	15
Education	18	18
Political	17	20
Social	23	19
Economic	16	23
No Empowerment	6	6
Can't Say	5	5
Total	100	100



**Figure.6**

The above figure.6 shows that according to 23% of Jaunsari Women that Mass Media are helping them the most in their empowerment in Social arena. Then there is empowerment in the field of education quoted by 18% respondents. 15% of respondents feel empowerment in the field of Health and 17% in the field of politics. 16% respondent feel that Mass Media has empowered them economically. 6% respondent there is no empowerment by Mass Media and rest 5% have no opinion about it.

### TESTING OF HYPOTHESIS

Mass media has certainly played a vital role in empowering Jaunsari Women. The Hypothesis has been proved completely correct. The practice of utilization of Mass Media among Jaunsari Women is prominently seen. The present Mass Media has brought a positive change in their lives and also created huge impact. Their social status has been improved and their empowerment could be seen in fields like education, economic, health and politics.

### FINDINGS AND DISCUSSIONS

The national development is highly dependent upon the empowerment of weaker sections of the society particularly tribal women. In tribal societies, the opportunities among women remain restricted by social, cultural and religious barriers. The main reason behind their ignorance is lack of knowledge and education. Thus, the conditions of women in tribal societies are the worst due to their low educational status. The present study explored that the media can play a constructive role in the betterment of their socio-economic development in the society.

The present study focused on Jaunsari Women reflects that the highest percentage of ownership of Television and mobile is seen among Jaunsari Women. The most preferred Mass Media among Jaunsari Women is Television followed by Mobile. This is due to the the highest percentage of ownership of these two Mass Media. Newspapers and Radio have failed to fascinate them. Newspapers usage require high level of literacy which is usually lacking among Jaunsari Women and radio is an outdated mass media these days. Television as an audio-visual medium could be the most effective for both information and entertainment.

The maximum number of Jaunsari Women use Mass Media for both information and entertainment. The large number of women feel that the present Mass Media are helping in their empowerment, but few of them also feel that there is no empowerment done by Mass Media. According to them, the Mass Media has helped in empowering them in their social arena the most. Besides, there is empowerment in other fields as well like Health, Education, Politics and Economic.

### CONCLUSION

The present research paper concludes that Mass media has become much important in the day to day lives of Jaunsari Women. The Mass Media tools has not only become the source of entertainment for them but also largely helped in their empowerment. It is an evident fact that the tribal women plays an outstanding role in the advancement of their society, so their



empowerment is the only key of development at large. So, the media need to particularly get focussed on the issues creating hindrance in the process of tribal women development, which could help them in participating in the development of the nation.

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