



Women Development through Mass Communication

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ABSTRACT

The aim of the research paper to study on women development through mass communication, to analyze this concept is consider as a case study in Guntur district, andhra pradesh are selected purposefully and sample size of women 300 members. Sample respondents interviewed in order to collect information regarding communication of women in their personal development. A structured questionnaire used to collect opinions of women. They questioned many ways in order to have quality of information. Empowerment of women needs to begin with her participation in different spheres of life.

KEYWORDS

WOMEN, DEVELOPMENT, SHGs

I. Introduction

Women are the integral part of the country that is not only limited to bring up the children but also to contribute equality for the development of our country. They are such human bodies, which are made of patience, tolerance, perseverance, strength and dedication towards their families. They play a dynamic role in each activity. We can clearly feel their presence in our life and figure out what we are without them. However, in this male dominated world, women have no option left except dealing with the problems, which they come across on regular basis. They are better than men in all the areas are none of us can deny that. Development viewed as a host of social, anthropological, cultural, economic and political dimensions of the human problem. Social justice is the essence of development. It is growth with equity. Communication can help creating awareness about technologies and mobilizing people to create links between government agencies and the masses as well as people to people. It is a common understanding that communication helps to inform, motivate, educate and certain the respective clients, organizing community and farm related process and

coordinating various activities. It is laid down that the information should reach people in their own languages to facilitate participation in the development process. Information and communication technologies in view of globalization are expected to play a role in the future. In the case of the development also, mass media can hardly function by themselves. They can create awareness about the existence of new practices for development.

Communication is an important component in development process. It is crucial is increasing awareness, educating facilitating people's expression, changing their attitudes and behavior moldings a new life style and culture for the next millennium. Further, it includes supporting the programmes and projects of the governments, NGOs and other organization.

As the purpose of communications is over all development the same needs to be addressed by using different types of communication channel, print media, radio, TV, cinema etc. The media is a prominent player in communication for development.

Communication is one of the key elements to achieve participation. The new development communication respective underline community orientation community radio, community listening groups, etc, self- management and self reliance, voluntary action and right to participation in planning, implementation and decision making, this, however does not mean that planners managers and experts have no role to play in executing the development programs. Whereas participation as a part of communication has been process enthusiastically accepted in most of the countries participation of the people at grassroots level remains generally very low, in the case of mass media particularly participatory communication is a difficult task. The UNESCO Director of Communicating Division appropriately conveyed the relationship between development participation and communication in his Keynote address at the AMIC



25th Anniversary Conference held at Singapore in June 1996.

Communication can help creating awareness about technologies and mobilizing people to create links between government agencies and the masses as well as people to people. It is a common understanding that communication helps to inform, motivate, educate and entertain the respective clients, organizing community, farm related process, and co-ordinating various activities, that the information should reach people in their own languages to facilitate participation in the development process. Information and communication technologies in view of globalization expected to play a role in the future. The successive five-year plans have incorporated communication as their internal part. Information about goals of the plants should reach the people in their own languages to win their support in the development process. Therefore, without effective communication, the pace of development of rural areas slackens; Communication was recognized as the pathway for rural development.

II. Methodology

Keeping in view the specific set of objectives enumerated an in depth study of women development through mass communication a special reference to self-help groups in Guntur district of Andhra Pradesh has been selected. In this regard, methodology needs special emphasis. The study based on collection of data from both primary and secondary sources and reports and bulletins of the respective journals and books. A structured questionnaire has been used as an important tool to collect the primary data from the sample respondents of Guntur District in Andhra Pradesh.

III. Review of the Literature

1. **S.Vasantha (2009)**¹, in her article "Empowerment of self Help Group empowerment is lot most important for till roused deep of women in present situation. She stressed importance of micro finance to all voiced depress women and alleviation of poverty, she concludes, microfinance and capacity building programmes are effective way to eliminate poverty.

2. **S.K. Bhagowathi (2013)**, observed in his article to a book "Micro Finance for Rural India: Institutional Arrangements and Policies" Micro credit has emerged as the most suitable and practical alternative to the conventional banking in reaching the hitherto unreached poor people. Micro credit

¹. S. Vasantha article on "Empowerment of Self Help Groups, in HRD Times, July -2009. vol,2 p.no.40-41.

enables the poor people to be thrifty and helps them in availing the credit and other financial services for improving their income and living standards. There is a common trend among the Indian villagers to migrate the urban areas to work as laborers or get to alternate professions.²

3. **Raja Kutti and Prita Sarkar (1994)**³, in their study opined that orientation of Panchayats members and bankers towards the philosophy of DWCRA and than imagine and committed role of NGO would be a contributing factor for the success of DWCRA programmer.

4. **Batiwala (1994)**⁴, in his study stated that empowerment is the process by which powerless gain greater control over the circumstances of their lives. It concludes both controls over resources and ideology.

5. **Karl (1995)**⁵, study stated the role of empowerment of women on decision making and concluded that empowerment as a multifaceted process involving the pooling of resources to achieve collective strength and counter veiling power and entailing the improvement technical skill. Administrative managerial and planning capacities and analytical reflective abilities of local women.

6. **According to Pillai (1995)**⁶, Empowerment is an active multi dimensional process. Which enables women to realize their full identity and powers in all spheres of life power has to be acquires and once acquired it needs to be exercised sustained and preserved.

7. **Usha Narayana (1996)**⁷, confirms that the main position of 73rd Constitutional amendment

². **Surajit Kumar Bhagowati, "Microfinance for Rural India: Institutional arrangements and policies.**

ISBN: 978-81-7708-333-0, New Century Publications, New Delhi 2013.

³. **Rajakutti.S.& Prita Sarker a Dwacra odysseys in north the paragon – A leading experience journal of rural**

Development. Vol.13, no.3, July –Sep -1994 p.no.375-396.

⁴ **.Batiwala wrote an article on "empowerment benefits of co –operation Kurukshetra, nov-1994.**

⁵. **Karl.M. Women and empowerment participation and decision making Zed book Ltd. London and New Jersey**

1995 p.154.

⁶ . **Pillai. J.K Women empowerment. Gyan Publishing house, New Delhi. P.no.4-6.**

⁷ **.Usha Narayana 1996, Women Empowerment through reservations –Discovery Publishing House, New Delhi., p.no.4-6**



involves the participation of women as voters. Women as member of Panchayats raj institutions she

has stressed that the provisions of resignation area guarantee for their Empowerment.

IV. Results and discussions

Table-1: readership percentage of the news papers of the sample respondents

S. No	Read news papers	No. of Respondents	Percentage
1	Yes	125	41.67%
2	No	175	58.33%
	Total	300	100%

Source: field study

Readership of news papers of the women were analyzes and the results are presented in the table No.1 the results indicate that about 41.67 per cent of the women are read the news papers remaining 58.33 per cent of the women are do not read news papers. Majority of the women are in poverty line and illiterates. Table 2. Results indicate usefulness of various Programmes on TV the data indicates that 28.30 % respondents were felt happy

with entertainment serials in their daily life. 20.75-said news is useful information and society activities and agricultural are useful 16.99% respondents. An equal number of 11.32% said women programmes and movies are use full, 7.54 were mentioned health programmes are useful to them remaining respondents 3.77% interested watch the songs in TV. Majority of the respondents' serials, news, and agricultural issues watch in the TV.

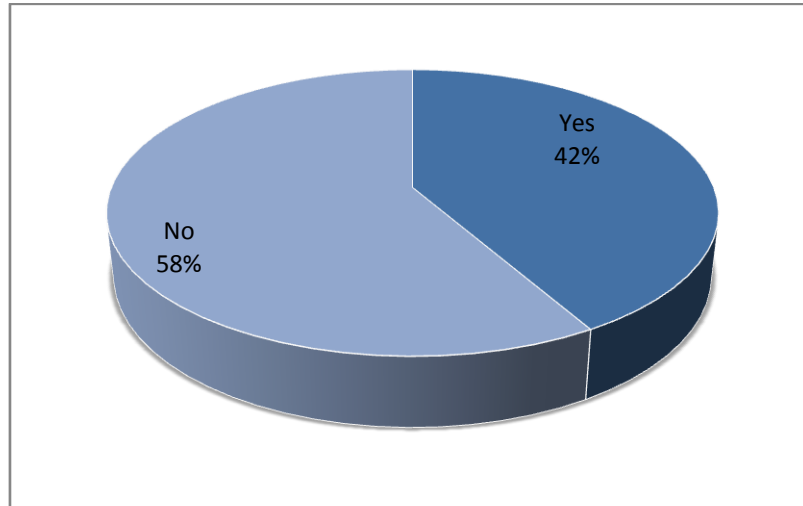
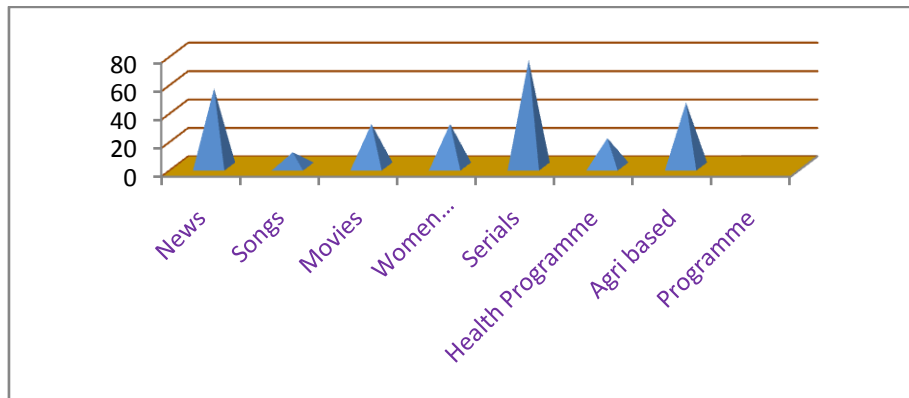


Table-2: usefulness of TV programme to the sample respondents

Sl. No	Programme	No. of Respondents	Percentage
1	News	55	20.75%
2	Songs	10	3.78%
3.	Movies	30	11.32%
4.	Women programmes	30	11.32%
5	Serials	75	28.38%
6.	Health Programme	20	07.54%
7	Agri based Programme	45	16.99%
	Total	265	100%

Source: field study



The above table indicates that the 28.38 percent respondents very much interested to watch serials. 20.75 per cent respondents watch news, 16.99 per cent of the respondents are interesting in Agricultural based programmes. 11.32 per cent of the respondents of each viewing movies and women allied programmes. 7.54 per cent are interesting in health programmes; remaining 3.78 per cent are spent time to watch TV for songs.

- [6]. Ghorayshi, P. And C. Belanger (eds), 1996 women, work Gender relations in developing countries: A Global Perspective, westpost: greenwood Press.

V. Conclusion

The foregoing analysis shows that most of the women sample respondents are illiterates but they want entertainment for their happy life. Some of the respondents are not interesting movies, songs like. Women want to know the updated information to through mass communication as well as mass media. In the rural areas, women are contacting themselves for their future. Most of the rural women believed television to be a credible and next to trust medium, communication with neighbors and information through this way very useful for women.

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