

Television Viewing Behaviour of Rural Women

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The role of mass media as an instrument for social, cultural and economic changes is such more vital today than over before. This is on account of the revolution in information sciences all over the world. Mass media can provide attention on different development programmes, mobilize people and give them opportunity to express their reactions. They can inform people about needs and problems, innovations and results. Television plays an important role in non-formal education and deals with important issues relating to social and economic progress of rural people in the world. Television is an electronic magic carpet that transports millions of people each day to the very distant places. It is having significant influence on people's behaviour, relations, values, interests and attitudes etc. television has been trying to meet viewing needs to some specific sections of society such as women, children, youth and students. Special efforts have been made to telecast programme for women. Various programmes on television are essential for improving self image and self confidence of the rural women.

METHODOLOGY

The study was carried out in two purposively selected blocks namely: Etmadpur and Khandouli of Agra district of Uttar Pradesh. Total 10 progressive village (5 from each block) were randomly selected. Eleven TV owner were randomly selected from each village, considering women who had television sets for the last

three years, thus making a total sample of 110 respondents. A well-structured interview schedule was used for data collection. The data were analysed by using frequency and percentage.

RESULTS AND DISCUSSION

Distribution of rural women according to viewing of different television programmes is presented in Table 1. It was noticed that very negligible percentage of rural women were viewing television programmes such as, 'Sahitya Samay' (4.54 per cent), 'Hello Sehat' (6.36 per cent) and 'Advertisement' (7.27 per cent) regularly. However, 'Kalyani' was viewed by 19.09 per cent rural women regularly. Further it was seen that 'Advertisement' (82.73 per cent), 'Kalyani' (62.73 per cent), 'Hello Sehat' (60.91 per cent) and 'Sahitya Samay' (52.73 per cent) television programmes were viewed sometimes by majority of the rural women. While 'Awaam Ki Awaaz', 'Hindi News', 'Mere Apne' and 'Bharat Nirmal' were viewed sometimes by 22.73 per cent, 16.36 per cent, 11.82 per cent and only 3.64 per cent rural women respectively. No rural women was observed viewing 'English News' and 'Urdu News'. 'Bharat Nirmal' (96.36 per cent), 'Mere Apne' (88.18 per cent), 'Hindi News' (83.64 per cent) and 'Awaam Ki Awaaz' (77.27 per cent) were also the television programmes never viewed by the majority of the rural women.

Table 1. Distribution of rural women according to viewing of different television programmes.

S.No.	Programmes	Regular		Sometimes		Never	
		No.	%	No.	%	No.	%
1.	Information Programmes						
A.	News						
a.	Hindi	0	0.00	18	16.36	92	83.64
b.	English	0	0.00	0	0.00	110	100.00
c.	Urdu	0	0.00	0	0.00	110	110.00

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B.	Awaam Ki Awaaz	0	0.00	25	22.73	85	77.27
C.	Hellow Sehat	7	6.36	67	60.91	36	32.73
D.	Bharat Nirmad	0	0.00	4	3.64	106	96.36
E.	Kalyani	21	19.09	69	62.73	20	18.18
F.	Mere Apane	0	0.00	13	11.82	97	88.18
G.	Sahitya Samay	5	4.54	58	52.73	47	42.73
H.	Advertisement	8	7.27	91	82.73	11	10.00
2. Entertainmental Programmes							
A.	Cinema						
a.	Hindi	37	33.64	61	55.45	12	10.91
b.	Bhojpuri	4	3.64	26	23.64	80	72.73
B.	Cine Songs and Others						
a.	Chitti Chitrahah	73	66.36	37	33.64	0	0.00
b.	Geet Gunjan	32	47.27	58	52.73	0	0.00
c.	Geet Bahar	58	52.73	52	47.27	0	0.00
d.	Haste Gaate	45	40.91	65	59.09	0	0.00
e.	Parikrama	12	10.91	38	34.55	60	54.54
C. Sponsored Serials							
a.	Bal Sabha	0	0.00	20	18.18	90	81.82
b.	Ekke Pe Ekka	12	10.91	38	34.55	60	54.54
c.	Zara Si Zindagi	38	34.55	65	59.09	7	6.36
d.	Chandrakanta	35	31.82	62	56.36	13	11.82
e.	Satyamev Jayate	12	10.09	62	56.36	38	34.55
f.	Mere Hum Dum Mere Ghost	45	40.91	65	59.09	0	0.00
g.	Dil Hai Phir Bhi Hindustani	68	61.82	42	38.18	0	0.00
h.	Saktimaan	0	0.00	52	47.27	58	52.73
i.	Devrani Jethani	85	77.27	25	22.73	0	0.00
j.	Salam Namaste	42	38.18	68	61.82	0	0.00
k.	Om Namah Shivaye	65	59.09	45	40.91	0	0.00
3. Agricultural Programmes							
A.	Krishi-Darshan	5	4.54	15	13.64	90	81.82
B.	Gramodaya	3	2.73	13	11.82	94	85.45

As regards the entertainment programmes it was observed that 'Chitti Chitrahah' (66.36 per cent), 'Geet Bahar' (52.73 per cent), 'Geet Gunjan' (47.27 per cent) and 'Haste Gate' (40.91 per cent) were the popular programmes viewed regularly by the rural women.

Further it was noticed that 'Devrani Jethani' (77.27 per cent), 'Dil Hai Phir Bhi Hindustani' (61.82 per cent), 'Om Namay Shivaye' (59.09 per cent), 'Mere Hum Dum Mere Ghost' (40.91 per cent), 'Salam Namaste' (38.18

per cent), 'Zara Si Zindagi' (34.55 per cent), 'Hindi cinema' (33.64 per cent) and 'Chandrakanta' (31.82 per cent) television programmes were viewed regularly by majority of the rural women. Very negligible percentage of rural women were viewing television programmes such as 'Ekk Pe Ekka', Parikrama and 'Satyamev Jayate' (10.91 per cent) and 'Bhojpuri cinema' (3.64 per cent) regularly.

It is portrayed from the Table that majority of rural woman sometimes viewed that television programmes

such as 'Salam Namste' (61.82 per cent), 'Haste Gate', 'Mere Hum Dum Mere Ghost' and 'Zara Si Zindagi' (59.09 per cent), 'Satyamev Jayate' and 'Chandrakanta' (56.36 per cent), 'Hindi Cinema' (55.45 per cent), 'Geet Gunjan' (52.73 per cent), 'Geet Bahar' and 'Saktiman' (47.27 per cent), 'Om Namah Shivaye' (40.91 per cent) However 'Dil Hai Phir Bhi Hindustani' (38.18 per cent), 'Ekke Pe Ekka' and 'Parikrama' (34.55 per cent), 'Chitti Chitrahari' (33.64 per cent), 'Bhojpuri cinema' (23.64 per cent), 'Devrani Jethani' (22.73 per cent) and 'Bal Sabha' (18.18 per cent) were also sometimes viewed by the rural women.

It is evident from the Table that majority of the rural women never viewed the television programmes such as 'Bal Sabha' (81.82 per cent), 'Bhojpuri cinema' (72.73 per cent), 'Ekke Pe Ekka' and 'Parikrama' (54.54 per cent) and 'Saktiman' (52.73 per cent) 'Satyamev Jayate' (34.55 per cent), 'Chandrakanta' (11.82 per cent), 'Hindi cinema' (10.91 per cent) and 'Zara Si Zindagi' (6.36 per cent) were also the television programmes never viewed by the rural women.

With regards to the agricultural television programmes it was noticed that very negligible percentage of rural women regularly viewed television programmes such as 'Krishi-Darshan' (4.54 per cent) and 'Gramodaya' (2.73 per cent). Further it was seen that 'Krishi-Darshan' (13.64 per cent) and 'Gramodaya' (11.82 per cent) programmes sometimes viewed by the rural women. It was surprisingly noticed that 'Gramodaya' (85.45 per cent) and 'Krishi-Darshan' (81.82 per cent) agricultural television programmes were never viewed by the majority of the rural women.

These findings are supported by the findings of Gupta and Grover (1989) and Badgujar (2000).

CONCLUSION

It is concluded that 'Kalyani' was viewed regularly by the rural women. No rural women observed viewing

'English' and 'Urdu News'. Devrani Jethani', 'Chitti Chitrahari', 'Dil Hai Phir Bhi Hindustani' and 'Om Namah Shivaye' were regularly viewed by rural women. 'Krishi-Darshan' and 'Gramodaya' agricultural television programmes were viewed sometimes by the rural women.

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