IMPACT OF TELEVISION CHANNELS ON THE LIFESTYLE OF RURAL WOMEN:

A case study of Veeraghattam Mandal of Srikakulam District in Andhra Pradesh

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SUMMARY, CONCLUSIONS AND SUGGESTIONS

7.1. Need for the Study

Television is a powerful medium. Unlike newspaper, the medium has a tremendous capability of attracting the illiterates also. TV medium offers a wide range of information, education, and entertainment to the viewers. Viewers can enjoy their favourite programmes without stepping out of the home. Watching television has become an important thing in life for many. Increasing number of channels unleashed a new era in the field of broadcasting.

Telugu, the language of the study are undertaken has a uniqueness regarding broadcasting. Unlike other regional language channel, approximately 85 channels (Table 1.1**)** are on air in Telugu language. The number may rise further due to the bifurcation of the State. (The state of Andhra Pradesh was bifurcated in the year 2014). This development enabled the TV Channels to penetrate into the remote parts of the state. TV has become a prime source of entertainment for urban and rural areas.

Urban areas have a hoard of entertainment avenues. But rural areas do not have many entertainment sources except movies (Theatres may be located at nearby towns), stage shows etc. TV could fill this gap and became necessary in the rural household. Its influence on the viewers especially on women can be studied. What is their take on news channels and how they receive entertainment channels should be discussed. Is there any greater influence on them either positive or negative should be known with standard research.

Since 1991, India has experienced a sudden growth of cable television with the entry of number of foreign and Indian private satellite channels. As a result, Indians have gained access to a variety of channels.

In India, where many homes have single TV set often becomes centre for arguments among the family members. Usually women watch soap operas and entertainment programmes while men incline towards news etc. Children have their choice of cartoon programmes and also separate cartoon channels for them.

Many studies have been done on the effects of TV programmes on women. Many researchers theorize that there is a direct relationship between the quantity of time spent in front of a screen and women's emotional, behavioural, and physical patterns.

Television can influence the learning of specific concepts like improving the language, social behaviour etc. Some Research studies have provided ample evidence to suggest that the women can learn skills from TV programmes and that these skills will contribute to their career or in field of work. This study attempts to collect reliable data on impact of TV programmes on rural women.

What needs to be studied is whether watching TV programmes influence the food preferences, life style, language improvement, their relationship in the neighbourhood and social awareness of the rural women. The study aims at developing a better understanding of the impact of TV programmes and their role in changing life style of rural women. An understanding of effects and influences of TV programmes on attitudes and behaviour of the rural women will help the agencies and stake holders in deciding what kind of prgorammes should be taken up for their upliftment. It is also necessary to take into account the theoretical framework of the study.

7.2. Title of the Study

"IMPACT OF TELEVISION CHANNELS ON THE LIFESTYLE OF RURAL WOMEN - A case study of Veeraghattam Mandal of Srikakulam District in Andhra Pradesh"

7.3. Objectives

The study intends to find out the impact of overall TV programmes on rural women and their life style. The following objectives are identified for the study.

- To find out the association between watching the TV programmes and its impact on the dressing style of rural women.
- To find out the association between watching of TV programmes and the noticeable changes in the language of rural women.
- To find out the association between watching of TV programmes and rural women's relationship in the neighbourhood.
- To find out the association between watching of TV programmes and rural women's food habits.
- To find out the association between watching of TV programmes and sense of social awareness of rural women.

7.4 Hypotheses

The following hypotheses are proposed to find out the impact of TV programmes on rural women. A special questionnaire was developed in lucid language for rural women and the hypotheses were tested based on the data collected from them.

- There is a significant association between watching TV and creation of social awareness of rural women.
- There is a significant association between watching TV and change in the food preferences of rural women.

- There is a significant association between watching TV and improvement in the language of rural women.
- There is a significant association between watching TV and change in dressing style of rural women.
- There is a significant association between watching and influence of advertisements on rural women.
- There is a significant association between watching TV and change in purchasing habits of rural women.
- There is a significant association between watching TV and change in work culture of rural women.
- There is a significant association between watching TV and influence of crime news on rural women.

7.5. Limitations of the study

As regards the limitations of our study, the sample group was very small. Consequently any future research should strive to include a greater number of participants to draw more comparisons on TV viewing habits, their perception towards TV programmes. That is to say, it does not take into account what the individual members of viewers make the TV programmes ought to be. Such understanding of how the woman interprets the programme is essential to gauge the impact of TV programmes.

It also appears from the study that had the impact of specific programmes on the chosen sample over a certain period of time been quantified, more insightful results might have been obtained. The researcher looked into the age, marital, education and finanncial status in general. If the same study had been conducted on

men in the same environment when they were watching TV programmes and had their responses been collected through in-depth interviews, more valid and useful data might have obtained.

A content analysis of TV programmes would also provide a better understanding on norms, values, behavior, morals that are projected through TV characters and the possible influences on the women. The scope of this research also did not focus on the study of impact on women of urban areas which is also vital to understand.

7.6. Method of Research

The method of investigation depends upon the purpose of the study. The present investigation aims at studying the impact of TV programmes on women of rural area of Veeraghattam mandal. From the objective of the study, it is clear that the study is aimed at obtaining the opinion of women on the impact of TVprogrammes as well as the study measures the befits and drawbacks of the television programmes. The method of investigation includes survey method and sampling.

The researcher has used quantitative method to elicit data for the study. Surveys are used extensively in quantitative research to find people's perception on a particular media programme. Survey is a method of interviewing a large number of people and standardizing their responses, making them to statistical analysis. They are generally conducted with the help of questionnaires using multiple responses. Survey helped the researcher to quantify the variables in the hypothesis to establish a relationship with statistics so that these behavioral or attitudinal aspects that are not tangible can be measured .The researcher tried to find out the association between the changes in behavior of rural women as a result of watching television programmes.

7.7. Study area

The study was conducted in Andhra Pradesh. Andhra Pradesh is located in South India. Andhra Pradesh lies between 12°41' and 22°N latitude and 77° and 84°40'E longitude and is bordered by Maharashtra, Chhattisgarh, Telangana and Orissa in the north, the Bay of Bengal in the East, Tamil Nadu to the south and Karnataka to the west. The study was taken up in the Srikakulam district, which is known as one of the most backward regions of the state. The research was conducted in the villages Chalivendri, Mahadevavalasa, Dasumanthapuram and Santa Narsipuram situated in Veeraghattam mandal of Srikakulam district.

7.8. Measurement of variables for the study

Analysis of data on the basis of variables will ecertainly provides an opportunity to arrive at an accurate and authentic conclusion. So for studying present problem in details, the following variables were studied which are independent and dependent variables.

a) The independent variables

The following independent variables were studied in the research.

6. Age: Not less than 15 years.
7. Education: Primary, Secondary, Intermediate, Degree & above
8. Occupation: Government employee, Private employee, House wife, worker
9. Annual income of the family: 5 thousand to Rs 1 lakh
10. Time spent on watching TV: At least one hour

b) The dependent variables

The following dependent variables were studied to measure the impact of TV programmes.

6. Impact on the languages

7. Impact on the relationships in the neighbouhood
8. Influence on the life style change
9. Influence on the food habits
10. Impact of the social awareness and civic sense

7.9. Preparation and Administration of the questionnaire

A comprehensive questionnaire was developed to conduct survey on rural women. Questionnaire was translated in to Telugu which is the local language. The researcher personally interacted with them in order to evade ambiguity in expression. The researcher personally explained the questions and obtained clarification if necessary on issues associated with this research and questionnaire before filling the questionnaires. The researcher with the help of locals interacted with the rural women of the study area. Some of the women were reluctant to respond, while some hesitated to answer some questions. However, the researcher could successfully reach up to the determined sample size.

After preparing the questionnaire and subjecting it to pre-test, the final questionnaire was accepted and administered for data gathering. Since the respondents are rural, where email and other facilities are still not widely practiced, the researcher had personally visited the women respondents and administered the questionnaire to them.

7.10 Data collection

After preparing the necessary ground, the following tools were applied for gathering the data from the above sample. The researcher had collected the required date b applying the below mentioned three instruments i.e. Records, interview and questionnaire by applying the survey method of investigation and through the administration of the questionnaire. The necessary data was collected from the

subjects i.e. on the effect of Television on rural women. The acquired data was subjected for statistical treatment in order to arrive at rational conclusions.

The bigger villages Chalivendri and Dasamanthupuram were served 125 each while Mahadevivalasa and Santa Narsipuram were given 50 each. Thus, the total size of the sample went up to 350. One of the questionnaires found to be not useful. So the final size of the sample is 359.

7.11. Statistical Analysis

The data coded, entered and then analyzed using the Statistical Package for Social Sciences (SPSS) program, version 20. Descriptive results were expressed as frequencies, percentages for categorical variables, and as means. Standard Deviations are reported for continuous variables. One-way ANOVA and Chi-square test (χ^2-test) were used appropriately to test the significant differences or associations between independent and dependent variables and the important findings are revealed diagrammatically.

7.12.1 Findings on descriptive analysis

Programme preferences, favourite channel, viewing timings and discussion on programmes, perception on channels and programmes, education, marital status, income of the respondents also documented.

Based on the marital status of the women included in this study all the respondents were classified into three different categories. Apart from married and unmarried, women living without life partner or women who lost her husband were taken into 'single' category. 93.1% are married and 6.3% are unmarried. Only 0.6% are single. About 28.1% of the women has annual family income between 10,000 and 30,000. 31.23% has income between Rs.30,000 - Rs.50,000 per anum. 24.4% above Rs.50,000 and 16.3% don't have a no regular income. About 15.8 % of women are

in the age group of 15-25 while 33.5% belong to the age group of 26-35 years and 26.6 % are in 36-45 age group. 24.1% are above 45 years. 70.2% of women have primary level of education while 17.5% received secondary level and 5.7 % studied up to intermediate. Women who studied degree and above are only 6.6%.

The survey tried to find out which channels the rural women are preferring more and what are the reasons for choosing particular channels. Majority (71.6%) of the women are preferring entertainment programmes. Women (10.6%) who prefer to watch movies on TV also come under this category. 13.2% like to watch devotional channels. But news channels do not seem to be attractive for them. Only 4.6% only watch news on TV.

Most of the women select a channel as their favourite for entertainment and movies and a good programme content. Popular programmes and feature films also attract them to watch TV.

In this study, the researcher tried to find two important things, which can define the quantam of impact on the respondents. They are the 'viewing time' of TV and their association with the TV.

Only 2.9% of women are watching below one hour while 12.3% are watching 1-2 hours daily. About 43.6% of women are spending 3-4 hours for watching TV while 31.8% are dedicating 4-5 hours and 9.5% are watching more than five hours. Coming to their association with the TV, about 6.0% of women said that had been watching TV since five years.38.1% said they are watching TV from10 years. Another 19.5%of women said that they had been watching TV from age of Antennas and 36.4% of women said they were been watching TV from the age of cable system.

When asked whether TV watching enhance social awareness, only 4.6% women strongly disagree while 15.2% of women just deny the argument. About

32.1% of women remained neutral while 47.9% agree that increasing the sense of social awareness is possible through TV watching. Only 0.3% responded that she would strongly agree with this argument.

About 3.4% of women strongly do not agree that TV can influence their choices to vote for any particular political party. 43% women also disagree with the argument. But 45.3% of women remained neutral. About 8% of women favoured the argument while 0.3% of women strongly supported

Among the group, 40.7% of women did not want to appear on TV while 22.6% disagree that they ever wanted to appear on TV. 12.0% of respondents did not answer anything by remaining neutral. But 23.5% of women wanted to see themselves on the small screen while1.1% wished even stronger. Interestingly, 44.1% of women did not try to appear on TV while 43.8% disagree that they ever wanted to appear on TV .9.7% of respondents did not answer anything by remaining neutral.But 2.0% of women wanted to see themselves on the small screen while .3% wished even stronger.

About the influence of TV, 14.6% of women said that they did not get influence by crime news, shown on TV, while 26.4% disagree that they ever wanted to influenced by crime news .23.8% of respondents did not answer anything by remaining neutral.But 27.5% of women wanted to see themselves on the small screen while .3% wished even stronger.

When asked whether they talk about the programmes with their friends, 5.2% of women said no. About 11.7% disagree that they ever wanted to discuss TV programmes with friends .7.2% of respondents did not answer anything by remaining neutral. But68.2% of women wanted to discuss TV programmes with friends while 7.7% wished even stronger.

34.1% of women did not influence by TV advertisement while16.3% disagree that they ever got influlenced by TV advertisement .About 21.5% of respondents did not answer anything by remaining neutral.But26.9% of women have influenced by TV advertisement while .7.7% wished even stronger. Most of the women, that is 39.3% did not perpare food items by watching TV programmes 33.2% disagree that they ever prepared food items by watching TV programmes . But 12.6% of respondents did not answer anything by remaining neutral while 14.6% of women prepared food items by watching TV programmes .

While talking about the influence of TV Programmes on their personality, 6.6% of women compare themselves with TV actors. 88.3% disagree that they ever compare with TV actors . 2.3% of respondents did not answer anything by remaining neutral. But2.9% of women said they never compare with TV actros. Similarly 6.0% of women said that they compare themselves with TV characters. 90.0% disagree that they never compare with TV actors .2.6% of respondents sometimes compare with TV charactersl.But1.4% of women said they never compare with TV actors. In the same lines, 5.4% of women said that they imitate TV characters/ anchors. 71.9% disagree that they ever imitate anchors /actors .13.5% of respondents sometimes imitete TV anchor/characterls. But.9.2% of women said they never compare or imitae TV anchors/ actros.

About the influence of TV programmes caused any effect on the language, 19.5% of women said yes, and 78.5% disagreed. 1.4% of respondents said sometimes they changed language diction after watching TV.But.4% of women said they never changed their language diction after watching TV. But surprisingly, 12.0% of women said that their language had been changed without their knowledge. 84.5% disagreed to this point. 2.9% of respondents said that they were influenced sometimes.But.6% of

women said their never changed without their knowledge. In the same way, whether they changed their dreesing style?14.6% of women said yesbut 71.6% said no.13.5% of respondents said they got influence sometimes. But 0.3% of women said they never changed their dressing sty after watching TV.

When asked if they want to posess the thing shown on TV, 33.0%of women said yes and 59.9% said no. But 6.9% of respondents said they felt it sometimes

In another question, 49.0% of women get irritated if their favorite program is not shown. 27.8% never get irritated in such situation. 22.3% of respondents feel it sometimes. But.9% of women said they never get irritated if that happens ti them. 35.8% of women postpone work for watching their favourite programme . 43.0% don't. 20.1% of respondents postpone sometimes. But.1.1% of women said they never postponed their work for watching favourite programme . In the same way, 44.7% of women said that they finish their work early to watch their favourite programme . 34.7% don't. sometimes, 19.8% of the respondents do that while 0.9% of women that they never do that.

7.12.2 Findings of Hypotheses Testing and focus Group Discussions

This section provides the major findings of the proposed hypotheses could find statistical support or not and the findings of FGDs also discussed in this section which gives the information about the views and perception of the women's viewing of TV programmes and their impact upon them.

Impact on the lifestyle:

Objective 1: To find out the association between watching the TV programmes and its impact on the dressing style of rural women.

The study tried to present a significant association between watching TV programmes and their life style. Especially the way the rural women of the study area

were dressed has been drastically changed. There is significant association has been established between the age of the respondents and their dressing style after watching TV. Chi–square test ($\chi^2 = 34.89$, $p = 0.00 < 0.05$) statistically proving that the observed difference is significant. But when it comes to the marital status of the respondents, the Chi–square test ($\chi^2 = 9.94$, $p = 0.127 > 0.05$) contradicts it statistically by proving that the observed difference is not significant. But income ($\chi^2 = 79.60$, $p = 0.00 < 0.05$) and educational qualifications ($\chi^2 = 47.17$, $p = 0.00 < 0.05$) of the respondents establish the significant association. But again, there is no significant association between the occupation of the respondents and the influence of the TV on them to change their dressing style. ($\chi^2 = 10.91$, $p = 0.282 > 0.05$). Even in FGD, a mixed response evoked among rural women. According to some elders, the women in this area were used to drape saris without blouses, but that habit has been vanished now all women are seen in much refined dressing style. Though Sari is the common dress, college going girls wear *kurtis and chudidars* which were uncommon a few years ago. A girl who completed intermediate level education said, she wanted to wear trendy outfits but hesitated. She felt that the rural scenario still to be changed.

Influence on language:

Objective 2: To find out the association between watching of TV programmes and the noticeable changes in the language of rural women.

A significant association was found between the age of the respondents and change occured in their language/diction after watching TV. Chi–square test ($\chi^2 = 21.407$, $p = 0.01 < 0.05$) statistically proving that the observed difference is significant. Also there is significant association between the respondents' marital status and change in their language/diction after watching TV. Chi–square test ($\chi^2 = 13.628$, $p = 0.034 < 0.05$) statistically proving that the observed difference is significant.

There is a significant association between annual income of the respondents and change in their language/diction after watching TV. Chi–square test (χ^2 = 67.492, p=0.00<0.05) statistically proving that the observed difference is significant. There is a significant association between educational qualifications of the respondents and change in their language/diction after watching TV. . Chi–square test (χ^2 = 37.024, p=0.00<0.05) statistically proving that the observed difference is significant.

But, there is no significant association between the occupation of the respondents and change in their language/diction after watching TV. Chi–square test (χ^2 = 4.857, p=0.847>0.05) contradicts it statistically by proving that the observed difference is not significant.

The same observation was also reflected in FGD also. People in the region are often laughed at for their language, their slang in particular. The very fact that a particular comedian in films and plays has become famous for use of slang, speaks volumes. When asked about the impact of the TV programmes on their language, many admitted that the traditional slang is gradually disappearing and it paved way to mainstream Telugu. A preist opined that Characters in TV programmes rarely speak that slang. With women watching more hours of TV every day, they have slowly picked up the mainstream Telugu. Mother of 9 year old son said that she had to change her diction on the advice of her son and his friends, even though she still speaks the traditional slang. Another retired teacher lamented that the slang was gradually losing its charm. According to him, it is no longer picked up by younger generation as their parents now speak ‘main stream Telugu’. Slang only surfaces when people lose their cool and fight. One grandmother feels sorry for losing thir identity. But she is not upset as her grand children speak a refined language.Most of

the participants said that the TV programmes had a significant impact in the way they spoke.

Impact on Relationship

Objective 3: To find out the association between watching of TV programmes and rural women's relationship in the neighbourhood.

A significant association was not found between the age of the respondents and their relationship in the neighbourhood. Chi–square test (χ^2 = 8.177, p=0.516>0.05) statistically proving that the observed difference is not significant. Also there is no significant association between the respondents' marital status and their relationship with their friends and family. Chi–square test (χ^2 = 2.453, p=0.874>0.05) statistically proving that the observed difference is not significant.

There is a significant association between annual income of the respondents and their relationship with their friends and family .Chi–square test (χ^2 = 93.960, p=0.00<0.05) statistically proving that the observed difference is significant. There is no significant association between educational qualifications of the respondents and their relationship with their friends and family . Chi–square test (χ^2 = 15.938, p=0.068>0.05) statistically proving that the observed difference is not significant.

And, there is no significant association between the occupation of the respondents and change their relationship with their friends and family .Chi–square test (χ^2 = 16.579, p=0.056>0.05) contradicts it statistically by proving that the observed difference is not significant.

The same observation was also reflected in FGD also. Most of the people of various age groups do not avoid friends for watching their favourite programmes on

tv. But at the same time some people may prefer watching tv to spending time with their friends. People who are married mostly maintain more relationship with their family. People from low income category may prefer tv .Common conclusion is that most of the people do not avoid their friends or family for watching tv programmes.

Influence on food habits

Objective 4: To find out the association between watching of TV programmes and rural women's food habits.

A significant association was found between the age of the respondents and their food habits. Chi–square test ($\chi^2 = 36.008$, p=0.00<0.05) statistically proving that the observed difference is significant. But there is no significant association between the respondents' marital status and their food habits after watching TV. Chi–square test ($\chi^2 = 7.346$, p=0.5>0.05) statistically proving that the observed difference is not significant.

There is a significant association between annual income of the respondents and their food habits after watching TV. Chi–square test ($\chi^2 = 208.646$, p=0.00<0.05) statistically proving that the observed difference is significant. There is a significant association between educational qualifications of the respondents and their food habits after watching TV. Chi–square test ($\chi^2 = 49.517$, p=0.00<0.05) statistically proving that the observed difference is significant.

Also, there is significant association between the occupation of the respondents and their food habits after watching TV. Chi–square test ($\chi^2 = 40.399$, p=0.00<0.05) contradicts it statistically by proving that the observed difference is significant.

The same observation was also reflected in FGD also. People of age group between 26-45 mostly try to prepare food items by watching tv programmes.Most of

the married women prefer to watch cooking programmes in tv and the show much interest in trying to prepare those food items.People belonging to primary education sare more eaer to prepare different varities of food by watching various cooking programmes on tv.labour and housewives are also interested in trying out new recipes for their family members by watching cooking programmes on tv.

Influence on social awareness

Objective 5: To find out the association between watching of TV programmes and sense of social awareness of rural women.

A significant association was found between the age of the respondents and their sense of social awareness after watching tv. Chi–square test (χ^2 = 29.772, p=0.003<0.05) statistically proving that the observed difference is significant. But there is no significant association between the respondents' marital status and their sense of social awareness after watching tv. Chi–square test (χ^2 = 8.507, p=0.386>0.05) statistically proving that the observed difference is not significant.

There is a significant association between annual income of the respondents and their sense of social awareness after watching tv. Chi–square test (χ^2 = 177.156, p=0.00<0.05) statistically proving that the observed difference is significant. There is a significant association between educational qualifications of the respondents and their sense of social awareness after watching tv. Chi–square test (χ^2 = 61.496, p=0.00<0.05) statistically proving that the observed difference is significant.

Also, there is significant association between the occupation of the respondents and their sense of social awareness after watching tv. Chi–square test (χ^2 =

22.674, p=0.031<0.05) contradicts it statistically by proving that the observed difference is significant.

The same observation was also reflected in FGD also. Most of the tv channels are trying to spread social awareness through tv programmes and its impact is high on the most of the people of various age groups .But yet there are certain places where it is necessary to create more awareness among them by telecasting even more good social awareness programmes and letting them know its importance in the present generation. The tv programmes should also telecast the adverse effects of not having social awareness .Some of the labour and people belonging to primay education category do not have social awareness .So their neighbours should also try to spread social awareness through discussions. Tv channels should also go to the remote and rural areas and spread social awareness through discussions.

Analysis of Variance (ANOVA) test resulted that the mean scores of creation of general awareness are significantly different in the given age groups. Mean scores of creation of general awareness are higher in the age groups below 35 years as compared to the respondents of 36-45 years of age.

Analysis of Variance (ANOVA) test resulted that the mean scores of creation of general awareness are significantly different in the given marital status categories. Mean scores of creation of general awareness are higher for unmarried respondents compared to those who are married.

This test also resulted that the mean scores of creation of general awareness are significantly different for respondents with different income groups. Mean scores of creation of general awareness are higher for respondents with low income from 10,000-30,000 or no income compared to those who earn higher income

This test also resulted that the mean scores of creation of general awareness are not significantly different for respondents with different education levels. Mean scores of creation of general awareness are higher for respondents with secondary, inter education levels and graduates compared to those with primary education qualification.

This test also resulted that the mean scores of creation of general awareness are significantly different for respondents with different occupations. Mean scores of creation of general awareness are higher for respondents who fall under all occupations.

Analysis of Variance (ANOVA) test resulted that the mean scores of decision to vote for a party are not significantly different in the given age groups. Mean scores of decision to vote for a party are higher in the age groups 36-45 as compared to the respondents of 15-35 years of age.

Analysis of Variance (ANOVA) test resulted that the mean scores of decision to vote for a party are not significantly different in the given marital status categories. Mean scores of decision to vote for a party are higher for unmarried respondents compared to those who are married.

This test also resulted that the mean scores of decision to vote for a party are significantly different for respondents with different income groups. Mean scores of decision to vote for a party are higher for respondents with low income from 10,000-30,000 or no income compared to those who earn higher income

This test also resulted that the mean scores of decision to vote for a party are not significantly different for respondents with different education levels. Mean scores of decision to vote for a party are lower for respondents with inter education levels compared to those with other education qualifications.

This test also resulted that the mean scores of decision to vote for a party are not significantly different for respondents with different occupations. Mean scores of decision to vote for a party are higher for housewives compared to labour and government, private employees

Analysis of Variance (ANOVA) test resulted that the mean scores of face problems for watching TV are significantly different in the given age groups. Mean scores of face problems for watching TV are higher in the age groups 45above and 15-25 age group as compared to the respondents of 26-45 years of age.

Analysis of Variance (ANOVA) test resulted that the mean scores of face problems for watching TV are not significantly different in the given marital status categories. Mean scores of face problems for watching TV are higher for unmarried respondents compared to those who are married.

This test also resulted that the mean scores of face problems for watching TV are significantly different for respondents with different income groups. Mean scores of face problems for watching TV are higher for respondents with low income from 10,000-30,000 or no income compared to those who earn higher income

This test also resulted that the mean scores of face problems for watching TV are not significantly different for respondents with different education levels. Mean scores of face problems for watching TV are higher for respondents with degree and higher education levels compared to those with lower education qualifications.

This test also resulted that the mean scores of face problems for watching TV are significantly different for respondents with different occupations. Mean scores of face problems for watching TV are higher for housewives compared to labour and government, private employees

Analysis of Variance (ANOVA) test resulted that the mean scores of problems solved with the help of TV are significantly different in the given age groups. Mean scores of problems solved with the help of TV are higher in the age groups 45above and 15-25 age group as compared to the respondents of 26-45 years of age.

Analysis of Variance (ANOVA) test resulted that the mean scores of problems solved with the help of TV are not significantly different in the given marital status categories. Mean scores of problems solved with the help of TV are higher for unmarried respondents compared to those who are married.

This test also resulted that the mean scores of problems solved with the help of TV are significantly different for respondents with different income groups. Mean scores of problems solved with the help of TV are lower for respondents with income from 30,000-50,000 compared to respondents with other income groups.

This test also resulted that the mean scores of problems solved with the help of TV are significantly different for respondents with different education levels. Mean scores of problems solved with the help of TV are lower for respondents with primay education levels compared to respondents with other education qualifications.

This test also resulted that the mean scores of problems solved with the help of TV are significantly different for respondents with different occupations. Mean scores of problems solved with the help of TV are higher for housewives and government employees compared to labour and private employees.

Analysis of Variance (ANOVA) test resulted that the mean scores of people wishing to appear on TV are significantly different in the given age groups. Mean scores of people wishing to appear on TV are higher in the age groups 45 above and 15-25 age group as compared to the respondents of 26-45 years of age.

Analysis of Variance (ANOVA) test resulted that the mean scores of people wishing to appear on TV are not significantly different in the given marital status categories. Mean scores of people wishing to appear on TV are higher for unmarried respondents compared to those who are married.

This test also resulted that the mean scores of people wishing to appear on TV are significantly different for respondents with different income groups. Mean scores of people wishing to appear on TV are lower for respondents with income from 30,000-50,000 and above 50,000 income compared to respondents with low income groups.

This test also resulted that the mean scores of people wishing to appear on TV are not significantly different for respondents with different education levels. Mean scores of people wishing to appear on TV are lower for respondents with primary education levels compared to respondents with other education qualifications.

This test also resulted that the mean scores of people wishing to appear on TV are not significantly different for respondents with different occupations. Mean scores of people wishing to appear on TV are higher for housewives compared to labour and private and government employees

Analysis of Variance (ANOVA) test resulted that the mean scores of people trying to appear on TV are not significantly different in the given age groups. Mean scores of people trying to appear on TV are higher in the age groups 45 above and 15-25 age group as compared to the respondents of 26-45 years of age.

Analysis of Variance (ANOVA) test resulted that the mean scores of people trying to appear on TV are not significantly different in the given marital status categories. Mean scores of people trying to appear on TV are higher for married respondents compared to those who are unmarried.

This test also resulted that the mean scores of people trying to appear on TV are significantly different for respondents with different income groups. Mean scores of people trying to appear on TV are lower for respondents with income from 30,000-50,000 and compared to respondents with other income groups.

This test also resulted that the mean scores of people trying to appear on TV are not significantly different for respondents with different education levels. Mean scores of people trying to appear on TV are higher for respondents with secondary education level and inter qualification compared to respondents with other education qualifications.

This test also resulted that the mean scores of people trying to appear on TV are not significantly different for respondents with different occupations. Mean scores of people trying to appear on TV are higher for housewives and government employees compared to labour and private employees

Analysis of Variance (ANOVA) test resulted that the mean scores of calling TV channel people to resolve local issues are significantly different in the given age groups. Mean scores of calling TV channel people to resolve local issues are higher in the age groups 45 above and 15-25 age group as compared to the respondents of 26-45 years of age.

Analysis of Variance (ANOVA) test resulted that the mean scores of calling TV channel people to resolve local issues are significantly different in the given marital status categories. Mean scores of calling TV channel people to resolve local issues are lower for married respondents compared to those who are unmarried.

This test also resulted that the mean scores of calling TV channel people to resolve local issues are significantly different for respondents with different income groups. Mean scores of calling TV channel people to resolve local issues are lower for

respondents with income from 30,000-50,000 and compared to respondents with other income groups.

This test also resulted that the mean scores of calling TV channel people to resolve local issues are not significantly different for respondents with different education levels. Mean scores of calling TV channel people to resolve local issues are lower for respondents with primary and secondary education levels compared to respondents with other education qualifications.

This test also resulted that the mean scores of calling TV channel people to resolve local issues are not significantly different for respondents with different occupations. Mean scores of calling TV channel people to resolve local issues are higher for housewives and private employees compared to labour and government employees

Analysis of Variance (ANOVA) test resulted that the mean scores of viewers influenced by Crime News are significantly different in the given age groups. Mean scores of viewers influenced by Crime News are higher in the age groups 26-35 age group as compared to the respondents of other age.

Analysis of Variance (ANOVA) test resulted that the mean scores of viewers influenced by Crime News are not significantly different in the given marital status categories. Mean scores of viewers influenced by Crime News are lower for unmarried respondents compared to those who are married and single.

This test also resulted that the mean scores of viewers influenced by Crime News are significantly different for respondents with different income groups. Mean scores of viewers influenced by Crime News are higher for respondents with income from 30,000-50,000 and compared to respondents with other income groups.

This test also resulted that the mean scores of viewers influenced by Crime News are not significantly different for respondents with different education levels. Mean scores of viewers influenced by Crime News are higher for respondents with secondary education levels compared to respondents with other education qualifications.

This test also resulted that the mean scores of viewers influenced by Crime News are not significantly different for respondents with diverse occupations. Mean scores of viewers influenced by Crime News are lower for housewives compared to labour and government employees and private employees.

7.13. Conclusion

From this study it was observed that TV programmes can have both positive and negative effects on rural women. It is thus simplistic to argue that the TV programmes are detrimental or valuable to the rural women. Much of the effect depends on the content to which rural women are exposed. Some messages can teach them positive, pro social lessons, while others can lead the women to be aggressive and stubborn. TV viewing is not the only root cause for this problem, but it also rests in the hands of the family member who can help in monitoring and by teaching them what is right and wrong.

This study has also shown the influence that content has on women's attitudes when interacting with their family members on a regular basis and the study further suggests measures to overcome this problem by making the women limit themselves in viewing and content restriction. Through the conclusions of this study, it can be seen that there is a correlation between rural women's perception on TV viewing and the amount of co-viewing done with their family members.

7.14. Suggestions for future research

There are a number of implications for future research that crop up from the present study. Due to limitations, the present study addressed only a few parameters for each dimension of impact of TV programmes. A detailed study may be conducted on each dependent variable and the reactions of the respondents may be observed closely.

This study further suggests taking up research on the impact of soap operas including native and dubbed from other languages, film based content like comedy scenes and songs, reality shows like singing or dance competition for both adults and children etc. on women. An in depth study can be taken up to find the impact of these elements on the personality of a woman. This will help to promote good TV programme content.