

# **Impact of Media on Women of Urbanised Villages**

**(A Study Based on Urbanised Villages in Delhi)**



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**Chapter-6**

*Conclusion*

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## **CONCLUSION**

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The study is about impact of media on women of urbanised villages in Delhi. The understanding of the nature of villages in India becomes further more important after this study.

Indian villages surely forms an integral part of Indians success in global arena. The main contribution that they provide is the stability of economy, which is basically lacking in the cities. But their contribution by far is very less considering the fact of what they are actually capable of. Improving infrastructure may be just one of the solutions to this problem. But the root cause lies in the thinking level of the people. An educated person thinks every aspect of life in a different way than compared to an illiterate. By building knowledge based economy our country is surely going to succeed in bringing a good economic growth in the next 50 years.

India is an agrarian economy, their role can't be ignored. We can't exist if villagers don't provide us with food grains, vegetables, fruits. In India more than 55 yrs of independence majority of people live and find their livelihood in agriculture. The contribution of agriculture though declining, still significant in GDP. But the basic problem which our village suffers is lack of infrastructure facilities. Govt. should upgrade it. This would certainly boost up our economy. Villages are the Backbone of India. Around 70% population of India is villagers, who are completely depending on the Agriculture, or business related to agriculture.

Present study is empirical in nature wherein problem has been identified and applied within the well-defined area. For the purpose of study data collection techniques have been decided and a research design has been made. Present chapter introduces the need for the research on impact of media on women of urbanised villages. The selected area is distinguished from other

urban center of the country where characteristics of rural culture is also visible. And the media content is gratifying different needs of users.

The aims and objectives of the research is elaborated so that researcher may draw an outline clearly which is essential to avoid any distraction due to any variable at any point of time during the study. The methodology and the research design selected for this research have been exhaustively discussed so that errors may get minimized or checked. Hence present chapter is soul of the study which provides complete blueprint of research.

### **Statement about hypothesis**

In this research we have formulated five hypotheses for the study. As per the analysis of the collected data of the research ( in chapter 5). That proved to be significant of the research conducted were the popularity of Hindi newspapers is more among the women of urbanised villages. Television becomes a major source of information for women in the urbanised village setup because of which the purchasing behaviour is influenced by the advertisements. The popularity of radio amongst the women is more due to the content of entertainment and music. Wherein the online magazines are less popular among women of urbanised villages.

As per the analysis of data all hypotheses approved by the research work. The statements about the hypotheses is mentioned below:

1. Hindi newspapers are more familiar among women of Delhi urbanised villages. ---- The hypotheses approved.
2. Urbanised village women are using TV for information etc.----The hypotheses approved.
3. Advertisements influence the purchasing behavior of women in urbanised villages.----The hypotheses approved.

4. FM radio is popular among women of urbanised villages.----The hypotheses approved.
5. Online magazines are less popular among women of Delhi Urbanised villages. ---- The hypotheses approved.

All the hypotheses taken in the study have been approved with the research work taken up during the course of study. This hereby proves that media has a significant impact over the women residing in the urbanised villages in the country and hence are influenced by some popular media of communication.

The chapters are description of urbanized villages and the current scenario of urbanized villages in the country. Urbanization is a process and it has acquired much speed after independence. Here the most important thing to note is whether it is leading towards betterment of just destroying the basic character `of rural areas by changing their land use pattern. Urbanized villages are the fringe areas which gets start from the point where the city ends. Its development pattern, demography, population and culture all demystifies the mixture of both urban and rural. But despite fast pace of development still there are many areas which have retained its rural character.

However, the soul of India lives in its villages. The beauty of Indian villages lies in the natural surroundings and its beautiful architecture of the nature. The villages in India are an example of socially knit fabric which makes them unique from other villages in the world. Hence Indian villages may be considered as a complete unique ecosystem where in heterogeneous groups of people reside.

It is quite evident that planners for development in the country have put their best to make this country better and while doing so somehow many urbanised villages have been emerged besides almost all the big cities which may further will become more developed or become satellite towns in future.

This change due to pace of development may provide food for thought for much developmental, social, environmental and industrial research in future.

The study is very significant from the view point of research. It is always advisable for researcher to understand his or her locale comprehensively. Its demography, development pattern, infrastructure, primary, secondary and tertiary activities in which population is engaged etc. are vary important variables which have deep impact over the results. A researcher can not afford to ignore locale and generalise the results for entire universe. Due to rapid pace of development many satellite towns have taken a shape and city of growing outwards. This outward growth towards national capital region has given birth to many suburban centres which are called urbanised villages or fringe area.

Today we are living in the information society where contents are in abundance and these contents are being carried by various media vehicles. Today it is very challenging to select media to communicate with heterogeneous mass who are scattered in large geographical areas. Slight mistake in a media selection would destroy entire purpose of communicator so understanding each media vehicles is inevitable.

Different group of people have different forms of media and they consume the content as per their need so there is a dire need to understand entire media consumption chain along with their audience and their gratifying need.

The study deals the impact of media on the women who live in the urbanised villages. Here impact of media refers to the medium of communication which is accessible to these women. Media being a part of the socio cultural chain of society cannot remain isolated entity during such transitions. Mass media brings change in the society and it further help individuals and organizations to sustain that positive change. Now a woman

who lives in urbanised areas and has an exposure to media is quite aware of the importance of her rights in the society and also demands due respect in a relationship with the gender. It is through media exposure only that she gets to know what is practice in the society.

Through this research a trend was seen that a huge number of women are using mediums of mass communication. They have an access to almost all the mediums of mass communication as they come from an average income band and reside in urbanised villages which have a proximity to the modern facilities of communication.

Less number of women in the urbanised villages in Delhi read newspapers and the use of internet is increasing amongst them. These women prefer to watch television more to fulfill their need of information and dose of entertainment.

While testing the impact of media on women it was revealed that some women are satisfied from the content which is delivered through their preferred mediums of mass communication with television scoring the highest in the preference scale.

It is only half a times that the mediums of mass communication deliver awareness about the contemporary issues going on in the society. To elaborate on this, the research reveals that the issues of importance which are of the viewer's interests and needs are not always covers in the popular mediums of mass communication. It was revealed from this research that maximum women use the media to fulfil their entertainment quotient and they use it less for news and information purposes.

Only few women dedicate more than an hour to media content in the urbanised villages. It is not always that the content delivery is as per the aspiration of the audience. It means that the content of the messages being

delivered by the media are not satisfactory as per the aspirations and needs of the women of urbanised villages.

What needs to be considered while counting the women of the urbanised villages as a major target group is that most of these women are married, have a family size of six members, have attained only middle level education in schools located in the same area and fall into the higher income band. The behavioural pattern of them responding to Hindi as their preferred language, them regularly watching television and relying on mediums of mass communication as to procure information should be considered while measuring up content for them as a target group. Because women of urbanized villages of Delhi like, are satisfied and wish to watch the content and the information delivered to them by the mediums of mass communication. But often the information provided on the said mediums of mass communication feel not at all useful for job related issues and do not help these women solve problems at family front. Also the content delivered to them by the mediums of mass communication lacks the dose of update on the ongoing contemporary issues and the latest trends for achieving a better lifestyle. These women also make use of social networking website through their mobile phones.

Movies are a huge part of Indian culture and the women of the urbanized village of frequently engage in the luxury that is watching movies, 2-4 movies regularly a month. Most of these are comedy and whether at cinema halls or at home on the television sets; both are preferred in equal quantity. Women are often influenced by the advertisements and buy products as shown during the intervals in the movies.

Women of urbanized villages are regularly read newspaper and prefer reading ones in Hindi, still the preferred print publication is entertainment based magazines with lighter information. Also the advertisements in the magazines and newspapers but do not get influenced them. While reading the

newspaper they prefer to read the front page first and slowly make their way to the last page. Occasionally the content of the newspaper is as per the needs of the women of the urbanized villages.

The entertainment programs greatly appeal to the audience of the women of the urbanized villages of the country. They find these programs quite entertaining and find maximum programs on the television appealing and are known to watch repeat telecast of the same. They prefer to watch soap operas as compared to all those other programs on the television. They feel that the religious programs on television are seldom influential and also that television does not disturb the studies of the kids at home. They feel that advertisement in the programs lets them take care of the other important things at home. They often get influenced by the advertisements running on the television and by the dress attire depicted in a particular program. And thus their buying behavior changes. Also women often surrender the remote when asked for while watching the programs.

The women of urbanised villages in the country less prefer to subscribe to online magazines for the source of information and entertainment. They do possess mobile smart phones but prefer watching television and prefer listening to radio.

Listening to radio is not a common occurrence for the women in the urbanized villages. And when they do, it is often during the bed time at night and they prefer to listen to musical and devotional programs. Most women like to listen to Hind Film music on radio. They seldom feel that radio provides them with any useful information.

The women fall into the income group which is considered respectable in the country and have attained basic education till the middle grade. Most women of urbanised villages are married and live in a joint family setup and follow Hinduism as their religion of worship.

The media preferences of the women in urbanised village are not very diverse. They prefer to read hindi language newspapers and watch more of television instead of any other medium of communication. The women are satisfied with the content being delivered to them from their preferred medium of communication.

Women feel that the information they get from these mediums of communication are useful in domestic problems for raising up their children and to take care of elderly members at home while these information resources help them less on the professional front. Less women feel that the information provided by mediums of mass communication help them update on the ongoing contemporary issues and the latest trends for achieving a better lifestyle.

Women of urbanised villages have their own social media platforms working for their entry to the virtual world. This access to the social media is through mobile phones which are smartphone now.

The women of the urbanised villages prefer watching comedy shows on entertainment channels and watch movies in multiplexes once a month. They upgrade their latest trends by looking at the advertisements and soaps which are a part of entertainment channels on television. Women of urbanized villages feel the religious programs on television are seldom influential. They feel that television seldom disturbs studies of children at home. More women only sometimes get influenced by the advertisements and their buying behavior changes. Women feel the television advertisements during a program give them a break to complete some tasks.

Women of urbanised villages prefer reading light entertainment news in magazines and newspapers. They spend more time browsing through advertisements and advertorial articles but on the contrary they are not influenced by the advertisements in the newspapers.

Women do not listen to radio regularly in urbanized villages in the country. Women prefer musical and devotional programs on radio in urbanized villages. They listen to radio more during the bed time at night and prefer listening to Bollywood music. Women of urbanised villages seldom feel that they get useful information from radio.

Women in urbanized villages prefer reading hindi language newspapers for information needs. Women in urbanized villages get influenced by the advertisements and their buying behavior changes. Urbanized village women prefer listening to radio FM channels for music and entertainment. They also prefer watching television for information. Online magazines are less preferred by women of urbanized villages. Media has a significant impact over the women residing in the urbanised villages in the country and hence is influenced by mass media of communication.

