

**A STUDY ON THE ROLE OF RADIO IN WOMEN'S
DEVELOPMENT IN INDIA WITH SPECIAL
REFERENCE TO TAMIL NADU**

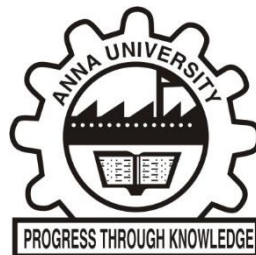
A THESIS

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CONCLUSION

In India, though new forms of media have overcome the radio over the years, radio still continues to be a medium liked by all kinds of people in society. Radio is an influential medium and the spread of the radio is immense even now as it has adopted different technologies like mobile phone applications, internet radio, etc. to reach its listeners. The public radio stations give equal importance to both entertainment and information genre radio programs, giving special importance to education. They also produce special programs that concentrate on women involved in small scale business and inspire other women in terms of career. The public radio stations encourage women to work in all sectors without any hesitation by giving valuable programs according to the listener's choice, and by giving equal importance to all the aspects of women's development. Through their large geographical reach, public radio stations provide awareness and motivation among women in both urban and rural areas. Also, in the current technological era, public radio stations attain its peak by providing programs supported by all existing technological platforms.

Private radio stations mostly use social media as a tool to popularize their programs and events conducted for women's development. Social media changes the dimension of radio from invisible to visible medium by uploading pictures, videos and graphics of programs in social networking sites like Facebook. The campaigns and awareness programs conducted by some of the private radio stations have created a huge impact on women listeners to the extent to which it has inspired the women to develop in their own lives in terms of finance, self-confidence and self-defense and has also removed the fear among the listeners. Discussion based radio programs are mostly gender- oriented. So, it serves as a platform for women to express their views and opinions. Community radio stations are used as a tool by the government to take various schemes of the government to the people by producing radio programs by involving the community people especially women. Hence, radio helps in women's development and the intervention of radio programs in women's development makes positive changes in the life of Indian women.

