

## **A Study of Television Viewing Habits among Rural Women of Tehri Garhwal District**

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**ABSTRACT:** Today, television is considered to be a major source of information, education, entertainment and knowledge for women. Television consumption is accepted as a part of most people's everyday lives and thoughts to reflect one's choices and preferences, which in turn reflect one's 'taste'. The Media Planner has to rate numerous television channels on the basis of popularity just to address the target both rural and urban women audience. The television has done the work of influencing the attitude of women. Television has transformed the tendency of women to view, think and understanding has changed. Television has now made women understandable in terms of things and circumstances even with a logical point of view. Television has also worked to influence women in many ways. Its effect can be well understood today by the changes in women's speaking, debating, awareness and life style. Television has established its status as a cheap and knowledgeable means of entertainment for women belonging to low income groups and even those who are uneducated. While today's television has worked to make women aware and alert. Somewhere, its negative impact on family and social relations can also be clearly seen. The increasing numbers of television channels have increased their entertainment options and media habits.

**Keywords:** Television, Viewing habit, Rural women.

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### **I. INTRODUCTION**

Television is a powerful medium through which information regarding different societal issues is disseminated. The process of information transmission was divided in to dissemination, interpretation and evaluation (Verma, N.K, 2006, p-265). Television is the most powerful of all the media of mass communication. It is in fact, a revolution in communication process in a modern society. It has brought not only the whole world into the homes of the viewers but has earned their confidence as regards its reliability. They have become vulnerable to its influence. People are regularly exposed to it Mahajan, Kamlesh, (1990, p 226).

Television became a medium of communication with power impact on women. They are stimulated by the imaginary world of television. Different changes were seen on TV-viewing habits of women's in recent years. It is observed that the duration of TV-viewing in general and the duration of watching TV alone have increased. Dorr (1986) states that TV stands out from other media as it is generally used more and can present more lifelike content than most of other media. Webster (2005), Technological developments have caused media options to expand rapidly. The advent of cable television made a large number of channels available to an average household. With more channels available to watch, audience attention became more fragmented. Singh, Uma (2001), Television was introduced in India as a pilot project under ALL India Radio in September, 1959 to transmit educational and development programs on an experimental basis to the population in New Delhi and its peripheral areas.

At present, 24-hour TV channels have occupied most of our time. Until 1991, Indian audiences received a controlled, development oriented and propaganda induced television programming. As the penetration of cable and satellite television channels increased in India, there was clamor from different corners to regulate the content of television as it posed a threat to local culture. The decade of 1990s brought a big challenge for Doordarshan. The monopoly of DD ended in early 90's, but it remained as the broadcaster with

highest number of viewers until 1998 in urban areas. DD began to shift its focus from educational and informational programs to entertainment programs. The commercialization of DD saw the development of soap operas, situation comedies, dramas, musical programs and quiz shows. But the entry of foreign programmers such as CNN, STAR TV, as well as other domestic channels like Zee TV and Sun TV, transformed the competitive environment of television. **Thomas (2003)**, the growth of television in the developing world over the last two decades has been extraordinary. Estimates suggest that the number of television sets in Asia has increased more than six-fold, from 100 million to 650 million, since the 1980.

With an explosion in the number of television channels in the past ten years in India, media viewing habits of women have undergone a revolutionary change. Their content and the portrayal of lifestyles and cultures have tremendous influence on the viewer's especially female viewers. Indian television industry witnessed phenomenal changes after globalization. This change has been most visible in the urban areas, where satellite channels have multiplied practically in every home today where women are more aware and with a more global perspective. **Mahajan, Kamlesh, (1990, p 227)** it can be said in definite words that television possesses a great potential to be used in furthering the cause of women development.

A study was designed to study and analyzed the television viewing habits of rural women of Tehri Garhwal district and important of television in their life.

## **II. REVIEW OF LITERATURE**

**Pugalendhi, (2015)** though the television watching and learning has an agreeable growth among Chennai urban women. homemakers was spend 5 hours per day for watching soap opera and some homemakers spending 3 hours for cookery show, less homemakers spending 2 hours approximately for watching horoscope programs in Chennai urban areas.

**Ullah, et. al (2014)** study findings that Television plays an important role in our daily life, it has some positive as well as negative impact. Social behavior is the product of environment, media way to development but most of our adolescents female adopt negative traits from electronic media. Finally study finding show that extensive viewer of media programs cause of low academic grades among most of the female students.

**Nazakat (2011)**, Television, especially the commercialization and Westernization of television in the Kurdistan Region, has created a new vista for the Kurdish women that are revolutionizing the way she looks at the world and at herself. Today, Kurdish women are viewers of the foreign mass media; they compare and contrast their lives with those that they witness in the films and soaps of international television productions. This causes confusion in terms of the conflict between the traditional Kurdish way of life that these women are situated in and the modern lifestyles they witness on the television.

**Bettye A. Grable, (2005)**, Interpretive Group Informants Use Heavy Viewing of TV Content as A Mirror For Acquiring Social and Career-Related Information. Over sixty percent (63.6%) of informants agreed that they saw people and lifestyles that they wanted to acquire in television depictions and more than 66.6% agreed that they watched television to get ideas about how to dress. study indicate that black females use TV depictions more to help them to make decisions about their lives. Television message utility is important in decisions about: how to live life; how to improve life; what lifestyle should be sought after, and to make comparisons with self. This finding infers that viewing TV content is considered a meaningful activity.

**Munshi, Shoma (2010)**, The new Indian woman was depicted as an independent and assertive woman, a successful wife and mother, who often had a career or worked outside the home, and led a lifestyle that was significantly different from existing rural lifestyles. These soap operas were an instant success and attracted very high viewership all over India.

**Vandana (2011)**, According to the study "Impact of television on rural women." 47% respondents spent 1-2hours in a day on viewing television. 48% respondents like to watch family serials. Majority of respondents reported 30% change in their dresses and 23% change in food habits. Thus from the study we have concluded that rural women are an important part of our country. Because of their busy scheduled they have no time to watched television has not impact on the life of rural tissues especially the women. Television being a good change in their life.

**Kaushik, Kapil, (2013)** 60% respondents preferred television rather than other means of communication. Most of the respondents in favor of T.V. 58% prefer channels other than Zee T.V., Star Plus and DD. In the other channels of the respondents preferred sports channels like ESPN, Ten sports, Star sports,

etc. and they belonged to young age group category. The DD is preferred by the upper age group persons and Star plus by the female respondents.

**Ramana and Krishna, (2014)** most of the people around 20-35 age group watch Television often at night and late night and watch TV for about 1-3 hours daily. With increase in age, there is a significant change in the pattern of television viewing. With increase in education qualification levels, there is no significant change in the pattern of television viewing. It is also found that people watch the television mainly for acquiring knowledge and learning, as a medium of relaxation and to pass the time. Males preferred to watch television shows, debates and discussions and movies because these programs enrich the knowledge and give pleasure. Females mostly prefer to watch serials, television shows and movies because of fun, comedy, and sadness & tragedy in the programs. All age groups prefer to watch television shows and serials in entertainment channels in order to get fun and comedy for 1-3 hours at evening either alone or with family and thereby felt normal.

**Namrata & Kakade, (2014)** The present study was to know the television viewing habits of slum people of Gulbarga slums. Most of the people to get relief from their monotonous lives, the slum folks look at television for entertainment rather than development. 65.33% respondents watch TV daily, 42.67% watch TV for up to 3 hrs a day. A total 43.33% respondents watch film channels, 38% watch entertainment channels, 38.67% respondents watch films and 33.33% watch serials. In slums, the main purpose of having TV is to have entertainment. It is important to create awareness among slum people about the importance of TV in getting education and development.

**Jensen, R., and Oster, E. (2009),** In short, when cable television is introduced to rural villages, viewers appear to emulate the urban lifestyle, values, and behaviors they see on cable TV shows leading to improvements in the status of women and their families in their own communities. In this paper, we find that the introduction of cable television improves the status of women. Women report lower acceptability of spousal abuse, lower son preference, more autonomy and lower fertility. In addition, cable is associated with increases in school enrolment, perhaps itself an indicator of increased women's status and decision-making authority within the household. Thus, programs to provide televisions, such as the large program currently underway in Tamil Nadu, may in fact have significant implications for important development priorities. For example, television may affect fertility by providing information on family planning services or changing the value of women's time. Or women may be given more freedom to do things outside of the home like going to the market because the value of men's leisure is increased by television.

**Gurleen and Sukjmani, (2011)** A study of TV viewership patterns among youngsters in Northern India, reveals that most of the young Indians watch television either, most often "or sometimes" and spend about 3-5 hours daily. Various reasons for Indian youth to watch television, mainly four factors emerged as most significant which includes, Generation of Knowledge and Learning, Medium of Relaxation and Pass time, Uplift men of hidden talents and Stress management tool. It can be concluded from the study that Males preferred Knowledge Based Programs and females mostly prefer watching Movie.

**Shruti (2014)** According to study, majority (40%) said that they watch news programs and old movies. Only 3% watch programs with a special thrust on politics. The remaining members (57%) mostly watch programs such as serials, family oriented discussions crime stories or sports based programs.

**M.B., Devadas, Ravi, Dr. B K (2013),** females are more inclined towards certain programs like serials, cookery shows, health, environment and science and technology. Whereas male liked certain programs like news, sports, travel, documentaries, quiz, etc.

**J. Kang, S. Andersen, & MPfau, (1996),** This study indicates that television viewing programs among Native American adolescents has a minimal effect in generating their conceptions of social reality. Given the importance of television as a cultural medium and a transmitter of cultural values, this study investigated the contribution of television viewing to Native American adolescents' conceptions of social reality in terms of proper roles of males and females, of family values, and of perceived reality of television.

**Raghavan, Priya (2008)** according to latest estimates, there is an average of 230 million viewers of cable and satellite television in a week. This makes India the third largest cable television market in the world, behind only China and the US, which have 106 million and 69 million cable homes respectively. Television is switched on during prime time between 8 pm to 11 pm. The next most popular viewing time is the early evening

between 6 pm to 8 pm. On weekends too, prime time is the most popular time slot with close to two thirds (sixty-two percent) switching on the television during this time. At the weekends, the second most popular time is in the afternoon between noon to 4 pm with almost half (forty-eight percent) saying they watch television in this period. On an average in the survey of households, television remains on for more than five hours on weekdays and above six hours on weekends.

**Devadas, Saravanan, (2015)**, TV is successful in educating rural women. As a mass medium is successful in making women literate, helps in children's education, making aware about family welfare schemes, provides Knowledge of balance diet / nutrition during pregnancy period, provides information about children's health, family planning, spreading awareness about organic food and providing knowledge about sports.

### **III. STATEMENT OF THE PROBLEM**

**A study of Television viewing habits among rural women of Tehri Garhwal district.**

### **IV. OBJECTIVES**

- 1- To find the television viewing habits among rural women of Tehri Garhwal district.
- 2- To find the favorite television programs of women.
- 3- To find out the language in which they like watching programs.
- 4- Find out what has changed in the lives of women by television viewing habits and viewership patterns.
- 5- To identify the regularity and time spent on watching television by among women.

#### **Hypothesis**

The hypothesis was that the women in these hilly areas differ in their media habits and viewership pattern of television programs. The hypothesis of the study are-

- 1- Rural women mostly use television as a means of entertainment.
- 2- TV has worked to affect the lives of rural women.

#### **Importance and aims of the study**

The main aim of the study were to, investigate women Television viewing habits and Interests among rural women. This study sought to conduct a literature study on women overview of these phenomenon's. Conduct a survey on the television viewing habits and pattern of rural women of Tehri Garhwal district.

#### **Data base and methodology**

This study has been conducted in Tehri Garhwal district of Uttarakhand state. The data from the 100 questionnaires were classified and tabulated for the purpose of analysis and interpretation. The tabulated data clearly depicts the views of the respondents relating to their information and television viewing habits in multifarious dimensions. The data was collected from four village of Chamba Block which included –Khadi, Chopriyal Gaon, Gaind and Chamba Gaon. This paper is a part of the researcher main thesis.

**Methodology-** For the purpose of studying the present problem the researcher has selected the survey method. The conventional technique i.e. questionnaire was employed for primary data collection. The questionnaire was originally written in Hindi and translated by self in English.

**Sample-** A total numbers of 100 females sample were selected for this study. Sample take equally (25 sample each village) from four villages of Chamba block ,which included –Khadi, Chopriyal Gaon, Gaind and Chamba Gaon. Samples comprised 100 women from Chamba Block villages of Tehri Garhwal district.

#### **Scope and limitation**

The study of the research problem was limited to rural women of Tehri Garhwal district. Study is confined to the analysis of television viewing habits among rural women of Tehri Garhwal district, Uttarakhand. The following limitations are identified:

1. It investigates the television viewing habit among rural women of Tehri Garhwal district (limitation by respondent).
2. It covers the rural women of only the Tehri Garhwal district (by geography).
3. It considers only those women having a minimum qualification of High School or above (by qualification).

4. It includes only those women who are in the age group of 20 years and above (by age).

**Data analysis**

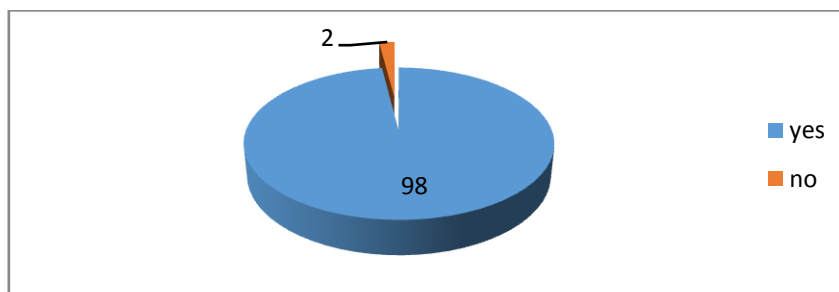
Socio personal profile of the respondents: N=100

Characteristics	No. of respondents	Percentage
<b>Age</b>		
20 -30 years	40	40
31-40 years	44	44
41-50 years	16	16
<b>Education</b>		
High school	31	31
Intermediate	29	29
Graduation	28	28
Post graduation	12	12
<b>Status</b>		
House wife	66	66
working women	24	24
Student	10	10

Among the sample respondents, 40% belongs to the 20-30 age group, followed by 44% from the age group of 31-40 years and 16% belongs to the age group of 41-50 years. On the basis of educational status of selected women 31% are high school, 29% have intermediate, followed by 28% are the graduate and 12% women’s are Post graduate. On this way on the basis of status 66% are housewife while 24% are working women’s. 10% women’s are students.

1- Do you watch television?

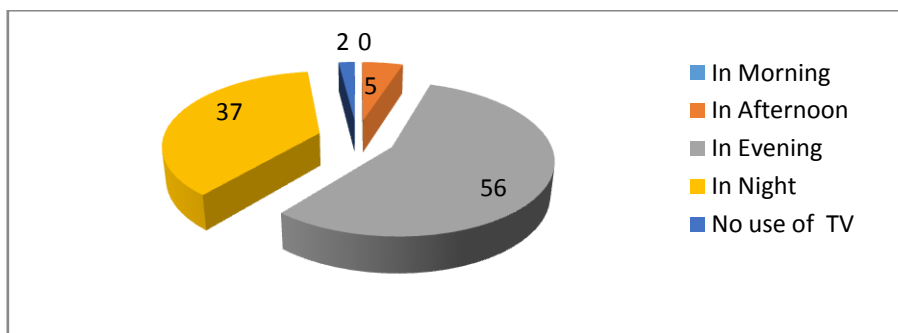
Options	Number of respondents	Percentages
Yes	98	98
No	2	2



**According to table one** – 98% of women, they use TV, while 2% of them do not have TV facility available in their home.

2- At what time do you like watching TV?

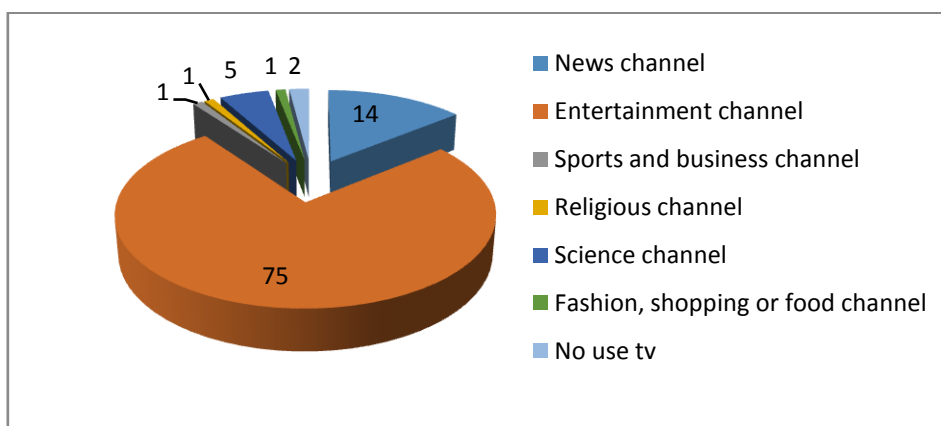
Options	Number of respondents	Percentages
In morning	0	0
In afternoon	5	5
In evening	56	56
In night	37	37
No use TV	2	2



**According to table 2-** the highest 56% of women, they use the TV in the evening, while according to 37%, they watch TV at night. Similarly, 5 % counterfeit women usually watch TV in the afternoon while they do not use TV according to 2%.

**3- Which channels do you love watching on TV?**

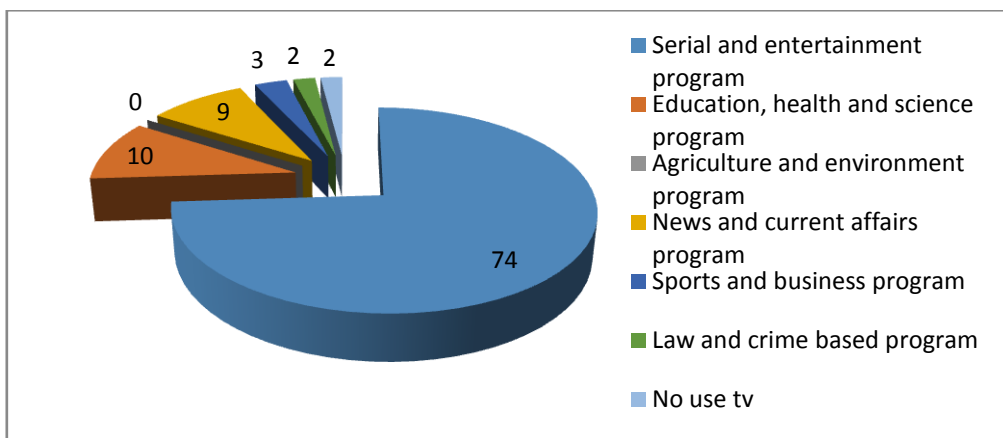
Options	Number of respondents	Percentages
News channel	14	14
Entertainment channel	75	75
Sports and business channel	1	1
Religious channel	1	1
Science channel	5	5
Fashion, shopping or food channel	1	1
No use TV	2	2



**According to table 3-** 75 % of women said they liked watching entertainment channels. While 14% interest in news channels. At the same time, 5% of women's choice is a science channel. Similarly, according to type 1% they like sports and business, religious channels and shopping and food channels, while they do not use TV according to 2 %.

**4- What kind of programs do you like to watch on TV channels?**

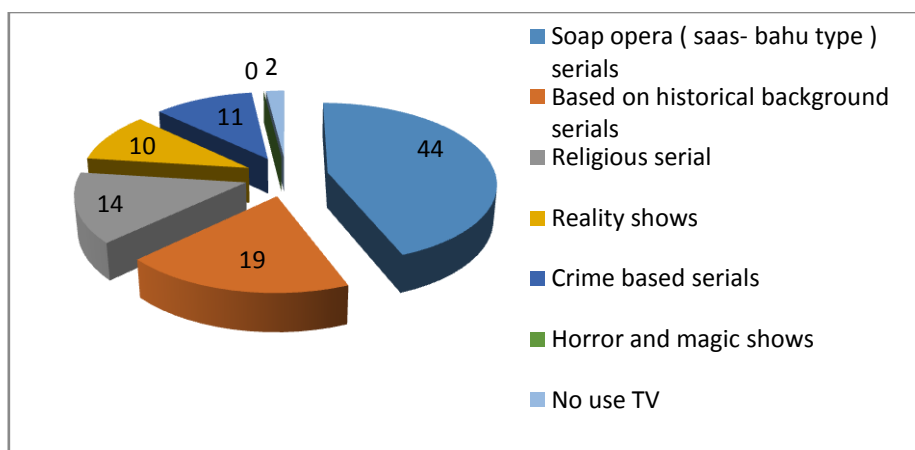
Options	Number of respondents	Percentages
Serial and Entertainment programs	74	74
Educational, Health and Science programs	10	10
Agricultural and Environment programs	0	0
News and Current affairs programs	9	9
Sports and Business programs	3	3
Law and crime based programs	2	2
No use TV	2	2



According to table 4- 74% of the women, they are interested in serial and entertainment programs. As per 10%, they like to watch programs related to education and health. At the same time, 9% interest in news and current affairs programs. 3 % showed interest in sports and business programs. 2 % women who like to watch law and crime related programs. Whereas according to 2% women they do not use TV.

5- What type of serials you like to watch on TV?

Options	Number of respondents	Percentages
Soap opera ( saas-bahu type) serials	44	44
Based on historical background serials	19	19
Religious serials	14	14
Reality shows	10	10
Crimes based serials	11	11
Horror and Magic shows	0	0
No use TV	2	2

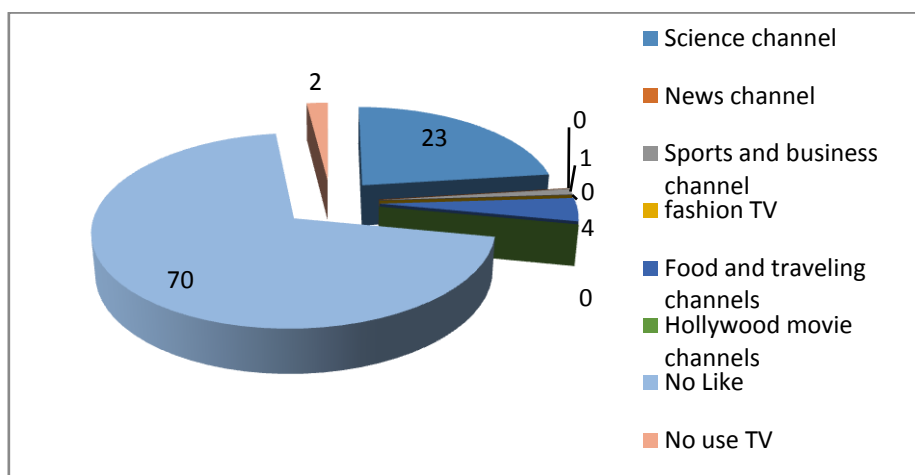


According to table 5- 44% of women, they like to watch the daily serial of Saas- Bahu type soap opera. While according to 19%, her serial choice based on historical background. There are right 14% of the women like to watch religious serials. On the other hand, 11% of women said that their interest in crime-centric serials. 10% of women like to watch reality shows. While 2% women they do not use TV.

6- The following categories of channels do you like to watch?

Options	Number of respondents	Percentages
Science channel (Discovery, Animal Planet etc.)	23	23
News channel (BBC, etc.)	0	0
Sports channel (Star Sports, ESPN etc.)	1	1
Fashion TV	0	0
Food and traveling channels (Food-Food, TLC, etc)	4	4

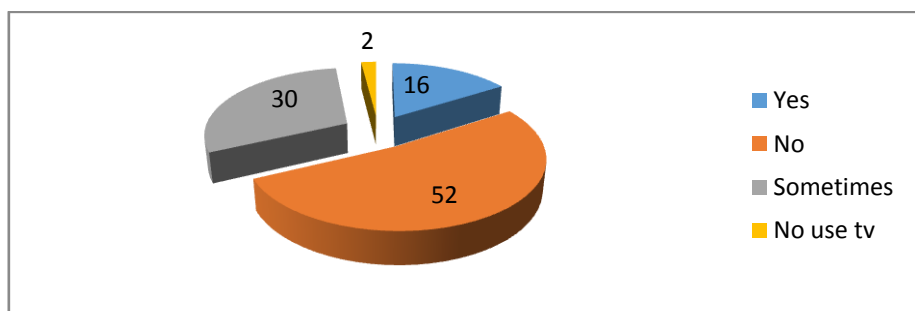
Hollywood movie channels	0	0
No like	70	70
No use TV	2	2



**According to table 6-** 23% women shows their interest in Science Channels. 4% women’s said they saw food and travelling channels. Only 1% interest is in the Sports channel. At the same time, as much as 70% of female respondents, they are not interested in seeing such channels. While 2% women they do not use TV.

**7- Do you schedule your work according to your favorite program?**

Options	Number of respondents	Percentages
Yes	16	16
No	52	52
Sometimes	30	30
No use TV	2	2

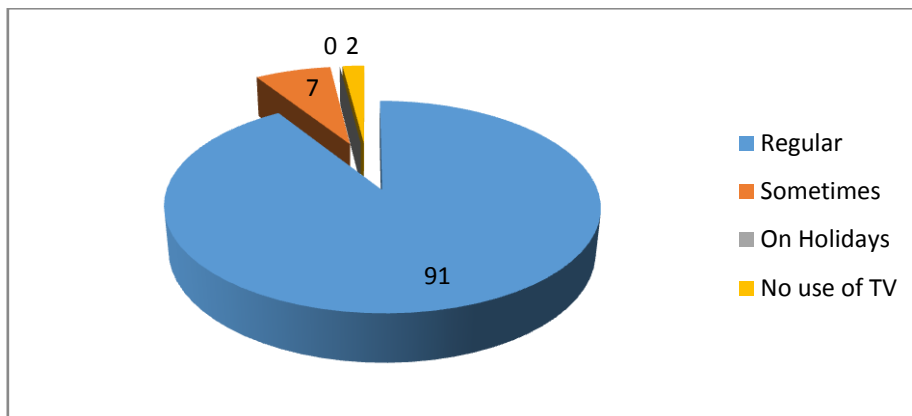


**According to table 7-** whether women determine the time for their work according to their program of choice, about 16% said that they do this. While 30% do it occasionally. At the same time 52% says that they do nothing like this. While 2% they do not use TV.

**8- How do you use Television?**

Options	Number of respondents	Percentages
Regular	91	91
Sometimes	7	7
On holidays	0	0
Not use TV	2	2

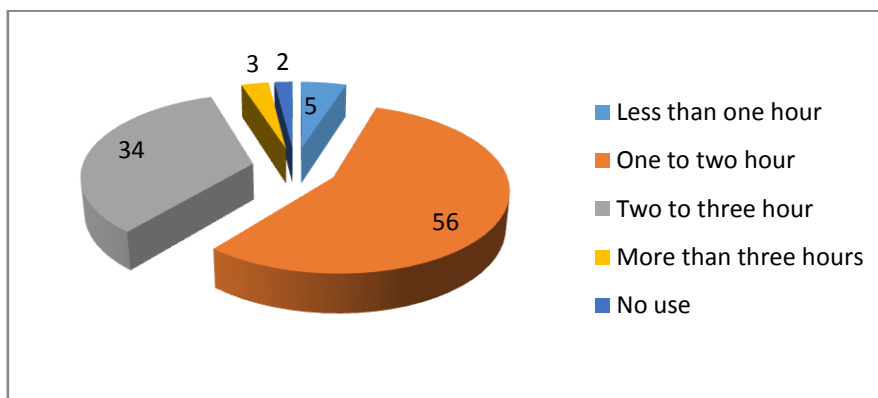




**According to table 8-** 91% of women are regular viewers of TV. At the same time 7% are women who sometimes watch TV. While 2% women they do not use TV.

9- How much time do you spend watching TV shows on a daily basis?

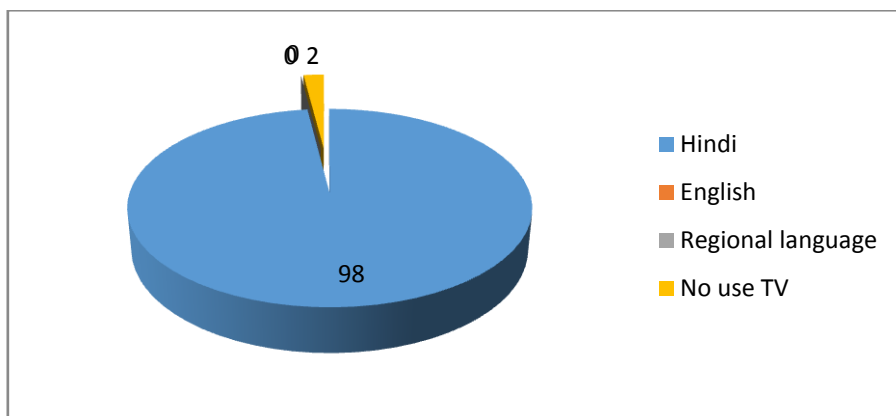
Options	Number of respondents	Percentages
Less than one hour	5	5
One- 2 hour	56	56
Two- three hour	34	34
More than three hour	3	3
No use TV	2	2



**According to table 9 –** 56% of women, they watch TV every day for about one to two hours. Whereas according to 34% says they watch TV two to three hours. While 5% of women, they watch TV for less than one hour. In this sequence, women watching TV more than three hours are 3%. While only 2% women they do not use TV.

10- Which language do you like to watch in the program on TV?

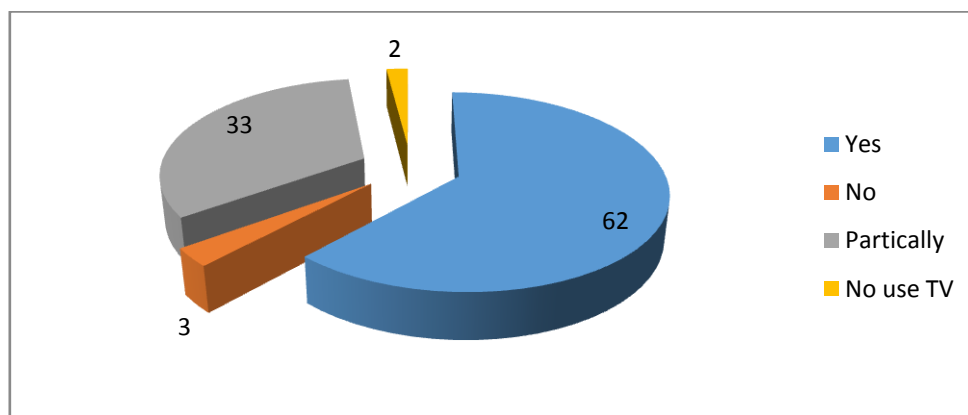
Options	Number of respondents	Percentages
Hindi	98	98
English	0	0
Regional language	0	0
No use TV	2	2



**According to table 10-** 98% of women says, they like watching the program in Hindi language. While 2% women they do not use TV.

11- Looking at the programs broadcast on TV, there has been a change in your life?

Options	Number of respondents	Percentages
Yes	62	62
No	3	3
Partially	33	33
No use TV	2	2



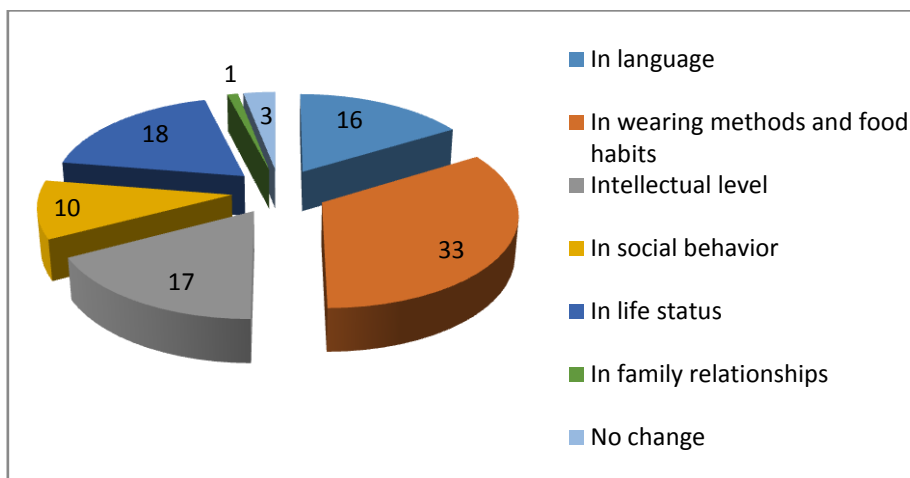
**According to table 11-** 62% of the total respondents, watching the programs broadcast on TV has changed their lives and thinking. While 33% says this change is partially. They did not see any such change as per 3%. While 2% women's they do not use TV.

12- If yes, how do you see this change?

Options	Number of respondents	Percentages
In language	16	16
In wearing and food habits	33	33
Intellectual level	17	17
In social behavior	10	10
In life status	18	18
In family relationship	1	1
No change	3	3

**According to table 12-** 33% of the total respondents of women watching the programs broadcast on TV, their wear and eating habits have changed. 18 % says that effect of the TV has been studied at the level of

their life. 17% says that TVs have worked to increase their intellectual capacity. 16% says, the influence of the TV is on their language. According to 10% the habit of watching TV has affected their social connections and 1% says, the effect has been read on their family relationship. While 3% says there is no special effect of TV on their life.



### Testing of Hypothesis-

**Hypothesis 1-** Women use TV as a means of most entertainment.

This hypothesis has proved to be correct during the study. Because most women prefer watching entertainment program channels and entertainment related programs.

**Hypothesis 2** -TV has worked to influence the lives of rural women.

This hypothesis has proved to be absolutely correct during the study. Because, according to most women, watching programs broadcast on TV has changed in their lives in many ways, according to them, this change is based on their language, wear and eating habits, intellectual level, social behavior, family relations and quality of life.

## V. FINDINGS AND DISCUSSIONS

The findings of the study reveal that most of the rural women are daily viewers. Women watch Television mainly for acquiring knowledge and also a medium of entertainment, relaxation and to pass time. The study also highlights that women mostly prefer to watch serials, reality shows, films and music programs. All age groups prefer to watch serials in Entertainment channels. Most of the women showed their interest in the daily serials of Saas- Bahu type, where now women have started getting serial preferences centered on crime, which is also doing their work to make them conscious and aware. On the other hand, the percentage of women watching Discovery and Science Channels is very low. A study conducted in Hyderabad by **Vijayalakshmi (2005)** found that Male are more inclined towards news, sports, and educational programs, where as females preferred serials, music and feature films. **Verma, N.K. (2006, p-270)** Entertainment was the main motivating factor for women, children and members of the lower class to watch DD programs, whereas the members of the upper middle class treated television medium as a source of information and education in addition to its being for entertainment. **Kataria, Pooja, (2007, p-31)**, Older women offer comments about family television that indicate relatively little involvements with it. They are not particularly attentive little involvement with it. They are not particularly attentive to women's changing roles within the family, certainly not as attentive to it as they are to women's changing roles within the work force, which seems to be more interesting to them or at least is more often a topic of their discussion. Their comments on older family television shows display little, almost no nostalgia for the families of days gone by.

Most women are regular viewers of TV and they like to watch TV at evening and night because they have done their most work at the moment. **Mahajan, kamlesh, (1990, p 226)** In case of Indian women's the popularity of television can't be doubted, its efficacy for them lies in the fact that they watch its programs at an hour when they feel free from other duties. **Kataria, Pooja, (2007, p-189)**, In a sense middle class women's

discussions of televisions are more “psycho logistic” than are those of working –class women’s, more often they concern that relational problems that theorists have argued take a more primary form for females individuals in our society than for males as a result of our patriarchal social organization. In contrast, working-class women’s often express this reception of television using terms that are first related to their experience as members of the working class and secondary related to their experience as women per se in our society. According to **Binod C Agarwal, kukum Rai** (1998, p-90) External factors like fair and festivals and marriages influenced the TV viewing behavior. On these occasions, when women’s were free from the household work, the number of viewers increased. On the contrary, when such occasions needed intensive female’s participation, it led to reduction in the number of viewers.

Due to increasing dependence on TV and its popularity, many women have admitted that they usually set their time for work on the basis of time of their favorite program or sometimes. Most women spend regular hours 1 to 2 hours watching TV and they like to watch the program in Hindi only. According to most women, due to the habit of viewing the TV, there have been many personal and social changes in their lives, and TV has also had a direct impact on the habit of wearing, eating and talking to them.

## VI. SUGGESTIONS

This study has some implication for further research. The scope of the research has been substantially wide too. Thus further studies contemplate a larger sample size. Apart from this, the impact of television viewing habits and the impact of psychological, social and family and educational levels on women can be studied in a broader study area.

## VII. CONCLUSION

After analyzing the research presented, it can be said that at present, television has become a major source of entertainment for rural women as the main source of information and local and international news. Because of being a hilly area, many areas are far from the reach of newspapers and magazines .Television has become a major source of entertainment and information for domestic and working, educated and uneducated, low age group or elderly women. Many of its positive and negative effects can also be clearly seen. While there is a growing dependency on women's television, many social effects are also visible. But despite the various types of positive and negative influences, the importance of television for women cannot be underestimated.

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