

TELEVISION, WOMAN AND RURAL SOCIETY IN PUNJAB

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ABSTRACT

With the advent of television as a modern technology, it has always been a medium of recreation and information. In rural society women are most vulnerable part that comes in contact with the television, as most of them stay back home and get themselves busy in the routine chores at home. The present study tries to understand the relation between the content of the television and changing life of the rural women. In the past, women generally have different recreational modes such as sitting collectively under the tree with spinning wheel and singing traditional Punjabi songs which we call as trinjan in Punjab, listening radio at home, attending rural fairs on different occasions, visiting neighbours, traditional sports mostly indoor games that are specific to girls etc. are now replaced with the technological equipments that came into existence with the advent of the modern technologies such as television, computer, mobiles etc. It is observed that television through its content especially its entertainment genres like movies, music, news, infotainment programmes, business and market related programmes, food and shopping related programmes, daily soap operas, reality shows, comedy shows, horror and crime based content etc. has largely impacted the society especially the village society, however, its degree of impact varies from one segment of society to another. The present study deals with the impact of the content of television on rural public in context to the changing opinion towards women in Punjab. For this the questions in the form of statements have been asked to the respondents belonging to rural society and further on the basis their response we have made our understanding.

KEYWORDS: Television, Gender, Rural Society, Punjab, Family Planning, Women's Health.

INTRODUCTION

The rural society constitutes various groups based on age, gender, caste, education, economic status, occupation etc. There are groups that dominate rural politics, whereas the groups that are dominated constitute the marginalised sections within the society. Women are one among these marginalised sections and the present study tries to understand the relation between the social change and the content of the television. It is evident that the majority of rural women stays back home, busy in performing household chores, and therefore become more vulnerable to watching television shows. This is the group that gets the most exposure to television to pass their leisure time. In rural society the leisure activities vary with gender, education, caste, occupational status and socio-cultural environment and also within the female gender too the duration and choice of television content is not the same, as the difference is observed regarding the women belonging to different age cohorts, castes, educational levels, occupation etc. In one of the studies by Farooq and Ahmed (2008), it is drawn that the leisure activities such as watching television, craft making, participation in social, political and community activities varies with gender, age, education, economic condition and availability of technological items and that further make the difference in the utility of free time.

In the present study an attempt has been made to understand the pattern between the television content and changing life of women. The depiction of women and the issues

related to them on the television is also made the part of this discussion. Previously, in most of the television programmes the story revolves around the male characters, whereas the female characters mostly play the role of supporting actors. The story of the television programmes are shown through the male perspective. Giving the male actor the central role in television programmes is not a new phenomenon, however male heroes are linchpin in literature also. As the Bronte Sisters in Victorian era had started writing novels with having the female character in the centre vis-à-vis the television of late twentieth century in many of its programmes especially in the soap operas had given females the central role. However, the movies like Mary Kom, Pink, Queen, Mardaani, Neerja, Piku, Sulu etc. consists the story with woman as a strong character struggling with her situations. During the period of 1980s, TV audiences have expanded tremendously in such Third World nations as the People's Republic of China, India and Mexico. The Third world countries' share of the world supply of TV sets increased from 5 per cent in 1965 to 35 per cent in 1987. Entertainment through TV was one of the most effective communication strategies for reaching the public to promote family. Also the entertainment-education strategy is much more effective in creating knowledge of an issue than in changing behaviour regarding that issue. Singhal & Rogers (2012)

RESEARCH METHODOLOGY

The present study is conducted in the state of Punjab and for which the data has been collected from the primary as well as the secondary sources. Secondary data is collected from books, research journals, news papers, magazines, government reports, Census reports etc. The primary data is collected through the field work with the help of interviews, interview schedules of the selected sample and also through observations in the field. The data is analysed through tools such as average, percentage as well as WAS (weighted average score) based on five-point Likertscale, measuring the magnitude of agreement or disagreement, by assigning weights from 5 (strongly agree) to 1 (strongly disagree) respectively.

The sample of the study primary consists of viewers of television programmes. The selection of the sample is made from Punjab consisting of three cultural regions i.e. Malwa, Doaba and Majha. Therefore, on the basis of Census 2011, from each cultural region each district with having highest percentage of television ownership i.e. rural households owning television sets to the total number of households got selected. Further, within the district two villages have been selected, one having the highest percentage of households having television ownership and another having the lowest percentage of households having television ownership. While doing the selection only those villages are made the part of the research whose population must be more than 500. Therefore, by adopting the above mentioned criteria village Bhagatpura (highest) and Ambe Majra (lowest) from Malwa region; village Kotha (highest) and Burj Hassan (lowest) from Doaba region; and village Sherpur (highest) and Jaswan (lowest) from Majha region have been selected. From each village the total of 60 respondents from three age cohorts i.e. 20 from less than 25 years of age, 20 from 26 to 50 years and 20 from 51 and above have been selected and from each age cohort half of the respondents are males and half are females respondents.

THEORETICAL FRAMEWORK

The present study uses the theoretical framework of Herman and Chomsky (2010). According to Herman and Chomsky the private owners of the big corporations try to bring forth the Neo-liberal ideology through the television content. The ideas related to free markets are promoted and there is absence of the issues of the struggling groups i.e. the issues related to the education, poverty, public welfare, workers unions, uplifting the marginalised

sections of the society etc. The results obtained from our research correlates with the idea stated above, that the issues of marginalised sections hardly find any space on the television. Instead of creating awareness among its viewers television suppresses the real issues i.e. the issues related to the marginalised sections of the rural society, especially of women.

TELEVISION AND WOMEN:

In this section an attempt has been made to draw out the relation between the television and the status of the women within the rural society. For this certain statements have been drawn and the response of the respondents regarding these have been recorded and analysed in the following part of this paper.

TELEVISION CONTENT CREATES AWARENESS TO STAND AGAINST DOMESTIC VIOLENCE

In this part assertions have been drawn on the basis of the response given by the respondents regarding the inculcation of the value that women should stand against the domestic violence through television programmes. The detailed analysis is as under:

Table 1

Instead of Tolerating, Women should stand against the Domestic Violence

Responses			Disagree	Agree	Strongly Agree	Total
Region	Malwa	Bhagatpura (H)	1	26	33	60
		Ambe Majra (L)	0	34	26	60
		Total	1 (0.8)	60 (50)	59 (49.2)	120 (100)
	Majha	Sherpur (H)	0	31	29	60
		Jaswan (L)	0	60	0	60
		Total	0 (0)	91 (75.8)	29 (24.2)	120 (100)
	Doaba	Kotha (H)	0	60	0	60
		Buraj Hasan (L)	0	60	0	60
		Total	0 (0)	120 (100)	0 (0)	120 (100)
	Grand Total		1 (0.3)	271 (75.3)	88 (24.4)	360 (100)
Gender	Male	1 (0.6)	119 (66.1)	60 (33.3)	180 (100)	
	Female	0 (0)	152 (84.4)	28 (15.6)	180 (100)	
	Total	1 (0.3)	271 (75.3)	88 (24.4)	360 (100)	
Age	Up to 25 years	0 (0)	95 (79.2)	25 (20.8)	120 (100)	
	26 to 50	0 (0)	93 (77.5)	27 (22.5)	120 (100)	
	51 & above	1 (0.8)	83 (69.2)	36 (30)	120 (100)	
	Total	1 (0.3)	271 (75.3)	88 (24.4)	360 (100)	
WAS			4.24			

Note: Figure in parentheses represents percentage of share in total number of respondents.

The Table 1 reveals the response of the respondents about the impact of the television programmes in changing the attitude of the public against the domestic violence. In this regard the majority of the respondents across all the regions with 99.7 per cent of them have agreed that the television programmes have changed the perception of the public leading to the inculcation of an idea that the women should stand against the domestic violence. The results are same whether the data is analysed on the basis of the regional differences, gender as well as the age of the respondents.

The weighted average score of 4.24 further endorsed the previous results where the majority of the respondents have agreed with the idea that television through its programmes has inculcated the value that women should stand against the domestic violence. As many of the television shows such as Udaan (first Indian TV show aired in late 80s and early 90s focussing on women's empowerment), Rajani (aired in 1994, based on day to day problems of housewives and the inventive and skilful solutions for them), Shaanti: Ek Aurat ki Kahaani (aired in 1994, based on woman's single handed fight for justice for her raped daughter by some influential and wealthy businessman), Main Kuch Bhi Kar Sakti Hoon (begun in 2014, based on the life of a woman, professionally a doctor, who left her lucrative life in lieu of working in her village).

TELEVISION PROMOTING THE INVOLVEMENT OF WOMEN IN FAMILY DECISION MAKING

In this part assertions have been drawn on the basis of the response given by the respondents regarding the statement that television content has impacted the attitude of village society towards women's participation in the family decisions. The detailed analysis is as under:

Table 2

Television Content has Contributed to inculcate the value of Changing Attitude towards Women i.e. Women's Participation in Family Decisions

Responses			Disagree	Agree	Strongly Agree	Total
Region	Malwa	Bhagatpura (H)	1	22	37	60
		Ambe Majra (L)	1	32	27	60
		Total	2 (1.7)	54 (45)	64 (53.3)	120 (100)
	Majha	Sherpur (H)	0	37	23	60
		Jaswan (L)	0	60	0	60
		Total	0 (0)	97 (80.8)	23 (19.2)	120 (100)
	Doaba	Kotha (H)	2	58	0	60
		Buraj Hasan (L)	0	60	0	60
		Total	2 (1.7)	118 (98.3)	0 (0)	120 (100)
	Grand Total		4 (1.1)	269 (74.7)	87 (24.2)	360 (100)
Gender	Male		1 (0.6)	118 (65.6)	61 (33.9)	180 (100)
	Female		3 (1.7)	151 (83.9)	26 (14.4)	180 (100)
	Total		4 (1.1)	269 (74.7)	87 (24.2)	360 (100)

Age	Up to 25 years	1 (0.8)	90 (75)	29 (24.2)	120 (100)
	26 to 50	2 (1.7)	92 (76.7)	26 (21.7)	120 (100)
	51 & above	1 (0.8)	87 (72.5)	32 (26.7)	120 (100)
	Total	4 (1.1)	269 (74.7)	87 (24.2)	360 (100)
WAS		4.22			

Note: Figure in parentheses represents percentage of share in total number of respondents.

From the Table 2 it is drawn that the majority of the respondents across all the regions with 98.9 per cent of them think that television through its programmes has played vital role in infusing the idea that woman should have the her involvement in her family decisions. The similar results can be seen while analysing the information across their regional, gender-wise and age-wise variations. The weighted average score of 4.22 also endorses the above mentioned results, as the majority of the respondents have agreed with the idea that the television through its programmes has infused the value that woman should have participation in the household or the family decisions.

Regarding the ideas that television through its programmes have contributed to inculcate the values that women should stand against domestic violence, along with the idea that women should have participation in the household decisions, majority of the respondents have agreed with the ideas. However in contradiction to the assertions drawn above the study done by Ordway (2017) has established that the women are underrepresented on television screens, as the female Congress members have least representation. Also in another studies done by Press (1991), Blumenthal (1997) have drawn that the women are not only under represented but are misrepresented. According to her television always portray the woman as the middle class single mothers or the females belonging to upper middle class while ignoring the hardships and sorrows faced by poor working class females. Also the advertisements shown on television have the colour of gender, as the occupations shown on the television are divided on the basis of gender. The programmes have also become gender specific, as the programmes like the soap operas, talk shows and reality shows are perceived to be liked by female sex. The reasons for having keen interest in these kinds of programmes according to Blumenthal (1997) could be the multiple story lines, repetitions and interruptions, which allowed the females to watch these while performing their household chores.

TELEVISION SHOWS PROMOTE THE VALUE THAT SOCIETY MUST LEAVE THE NOTION OF PREFERENCE OF MALE CHILD OVER THE FEMALE ONE:

Punjabi society is a patriarchal society where regarding child the people have male preference over the female. For this the deteriorating statistics related to the sex ratio of 895 females per 1000 males as per Census 2011 testify our claim of male child preference over the female among the people of Punjab. However, different forms of television programmes are largely emphasising upon leaving of male preference over the female. For this the respondents have been asked for their response regarding the statement that television shows promote the value that society must leave the notion of preference of male child over the female one. The responses given by the respondents are discussed as under:

Table 3

Television Content has contributed to inculcate the value of changing attitude towards the notion of preference of male child over the female one

Responses			Strongly Disagree	Disagree	Agree	Strongly Agree	Total
Region	Malwa	Bhagatpura (H)	0	1	19	40	60
		Ambe Majra (L)	0	0	37	23	60
		Total	0 (0)	1 (0.8)	56 (46.7)	63 (52.5)	120 (100)
	Majha	Sherpur (H)	0	0	36	24	60
		Jaswan (L)	0	16	44	0	60
		Total	0 (0)	16 (13.3)	80 (66.7)	24 (20)	120 (100)
	Doaba	Kotha (H)	0	16	44	0	60
		Burj Hasan (L)	1	40	19	0	60
		Total	1 (0.8)	56 (46.7)	63 (52.5)	0 (0)	120 (100)
	Grand Total		1 (0.3)	73 (20.3)	199 (55.3)	87 (24.2)	360 (100)
Gender	Male		0 (0)	28 (15.6)	92 (51.1)	60 (33.3)	180 (100)
	Female		1 (0.6)	45 (25)	107 (59.4)	27 (15)	180 (100)
	Total		1 (0.3)	73 (20.3)	199 (55.3)	87 (24.2)	360 (100)
Age	Upto 25 yrs		0 (0)	31 (25.8)	59 (49.2)	30 (25)	120 (100)
	26 to 50		1 (0.8)	25 (20.8)	68 (56.7)	26 (21.7)	120 (100)
	51 & above		0 (0)	17 (14.2)	72 (60)	31 (25.8)	120 (100)
	Total		1 (0.3)	73 (20.3)	199 (55.3)	87 (24.2)	360 (100)
WAS			3.83				

Note: Figure in parentheses represents percentage of share in total number of respondents.

From the above Table 3 it is evident that the majority of the respondents across different regions, gender and age groups have shown their agreement towards the statement stated above. However the variation is observed where large number of respondents from the Doaba region and some from Majha region with 47.5 per cent and 13.3 per cent from each of their regions respectively has shown their disagreement towards the statement stated above. Among those who have shown their disagreement, it is the female respondents with 25 per cent in comparison to 15.6 per cent male respondents claimed that television programmes hardly made any impact on people to drop the idea of preference of the male child over the female one. According to them, the people still prefer the male children, and for this people follow different deras (religious cults and sects), doing superstitions, performing tantric tricks in order to get male child. Though the WAS result shows that overall the majority of the

respondents claim that the television through its programmes has profoundly impacted the thinking of the people in Punjab in giving up the notion of having male child only.

TELEVISION SHOWS PROMOTE THE VALUE THAT DOWRY SYSTEM SHOULD BE ABOLISHED:

In this part of the paper the respondents have been asked for their response towards the idea that television through its programmes has promoted the value among the rural public that dowry system should be abolished. Further discussions are as under:

Table 4

Television Content has contributed to inculcate the value of abolishing dowry system

Responses			Strongly Disagree	Disagree	Agree	Strongly Agree	Total
Region	Malwa	Bhagatpura (H)	0	1	19	40	60
		Ambe Majra (L)	1	0	37	22	60
		Total	1 (0.8)	1 (0.8)	56 (46.7)	62 (51.7)	120 (100)
	Majha	Sherpur (H)	0	0	36	24	60
		Jaswan (L)	0	28	32	0	60
		Total	0 (0)	28 (23.3)	68 (56.7)	24 (20)	120 (100)
	Doaba	Kotha (H)	0	46	14	0	60
		Burj Hasan (L)	0	2	58	0	60
		Total	0 (0)	48 (40)	72 (60)	0 (0)	120 (100)
	Grand Total		1 (0.3)	77 (21.4)	196 (54.4)	86 (23.9)	360 (100)
Gender	Male		1 (0.6)	36 (20)	84 (46.7)	59 (32.8)	180 (100)
	Female		0 (0)	41 (22.8)	112 (62.2)	27 (15)	180 (100)
	Total		1 (0.3)	77 (21.4)	196 (54.4)	86 (23.9)	360 (100)
Age	Upto 25 yrs		0 (0)	33 (27.5)	57 (47.5)	30 (25)	120 (100)
	26 to 50		1 (0.8)	26 (21.7)	68 (56.7)	25 (20.8)	120 (100)
	51 & above		0 (0)	18 (15)	71 (59.2)	31 (25.8)	120 (100)
	Total		1 (0.3)	77 (21.4)	196 (54.4)	86 (23.9)	360 (100)
WAS			3.80				

Note: Figure in parentheses represents percentage of share in total number of respondents.

From the Table 4, it is depicted that the majority of the respondents with 78.3 per cent of them have shown their agreement towards above stated statement. Importantly, the 40 per cent of the respondents from Doaba region and 23.3 per cent of the respondents from Majha region have shown their disagreement towards the idea that television has inculcated the

value of abolishing the dowry system. As per response of the respondents who disagree with the statement have told the researcher that though television through its programmes educates the people to abolish dowry system in spite of that in practice Punjab is witnessing fat marriages where dowry is a trend. The overall WAS of 3.80 depicts the trend of agreement of the above idea among the respondents, as they thought that television has largely impacted the pattern of marriage in Punjab.

TELEVISION HAS CONTRIBUTED TO INCUCULATE THE IDEA THAT THERE SHOULD BE AN OPENNESS TO CHOOSE ONE'S LIFE PARTNER

In this part the respondents have been asked for their response towards the idea that television through its programmes has contributed largely to inculcate the idea of openness to choose one's partner in the society. The following Table 5 depicts the response of the respondents:

Table 5

Television has contributed to the idea that there should be an openness to choose one's life partner among its viewers

Responses			Disagree	Agree	Strongly Agree	Total
Region	Malwa	Bhagatpura (H)	1	18	41	60
		Ambe Majra (L)	0	37	23	60
		Total	1 (0.8)	55 (45.8)	64 (53.3)	120 (100)
	Majha	Sherpur (H)	0	36	24	60
		Jaswan (L)	0	60	0	60
		Total	0 (0)	96 (80)	24 (20)	120 (100)
	Doaba	Kotha (H)	32	28	0	60
		Burj Hasan (L)	33	27	0	60
		Total	65 (54.2)	55 (45.8)	0 (0)	120 (100)
	Grand Total		66 (18.3)	206 (57.2)	88 (24.4)	360 (100)
Gender	Male	29 (16.1)	91 (50.6)	60 (33.3)	180 (100)	
	Female	37 (20.6)	115 (63.9)	28 (15.6)	180 (100)	
	Total	66 (18.3)	206 (57.2)	88 (24.4)	360 (100)	
Age	Upto 25 yrs	26 (21.7)	64 (53.3)	30 (25)	120 (100)	
	26 to 50	18 (15)	75 (62.5)	27 (22.5)	120 (100)	
	51 & above	22 (18.3)	67 (55.8)	31 (25.8)	120 (100)	
	Total	66 (18.3)	206 (57.2)	88 (24.4)	360 (100)	
WAS			3.88			

Note: Figure in parentheses represents percentage of share in total number of respondents.

The Table 5 depicts that the majority of the respondents with 81.6 per cent of them have shown their agreement towards the idea that television has promoted the idea of having one's choice for the selection of their life partner. As one of the respondents has claimed that they

have witnessed a society where the person's consideration hardly matter for the selection of his life partner. It is the family's male elder who took a sole responsibility of the selection of the life partner for his children. Even one of the respondents has told that the situation is still the same, as the sole decision is made by the elder of the family, however nowadays the boy or girl who are to be betrothed are made before each other to take the decision regarding their marriage. Nevertheless the majority respondents belonging to Doaba region have claimed that may be the television promotes the value of having one's choice for the selection of the life partner, despite of this it is the family that takes the final decision regarding the marriage and in this the person hardly has any say. During the research from the respondents we have found that somewhat the gender of the person matters, as males are seen more assertive than the females to take such decisions. Overall, the respondents have claimed that a lot of change is observed from the past, as depicted from the WAS of 3.88.

TELEVISION THROUGH ITS PROGRAMMES HAS CONTRIBUTED TO PROMOTE FAMILY PLANNING AND AWARENESS REGARDING THE WOMEN'S HEALTH

In this part the respondents have been asked for their response regarding the statement that the television through its programmes has greatly contributed in promoting the idea of family planning and the awareness towards the women's health in the village society. The following Table 6 draws the response of the respondents:

Table 6

Television has contributed to the idea that there should be an openness to choose one's life partner among its viewers

Responses			Disagree	Agree	Strongly Agree	Total
Region	Malwa	Bhagatpura (H)	1	18	41	60
		Ambe Majra (L)	0	33	27	60
		Total	1 (0.8)	51 (42.5)	68 (56.7)	120 (100)
	Majha	Sherpur (H)	0	32	28	60
		Jaswan (L)	5	55	0	60
		Total	5 (4.2)	87 (72.5)	28 (23.3)	120 (100)
	Doaba	Kotha (H)	18	42	0	60
		Burj Hasan (L)	0	60	0	60
		Total	18 (15)	102 (85)	0 (0)	120 (100)
	Grand Total		24 (6.7)	240 (66.7)	96 (26.7)	360 (100)
Gender	Male		10 (5.6)	106 (58.9)	64 (35.6)	180 (100)
	Female		14 (7.8)	134 (74.4)	32 (17.8)	180 (100)
	Total		24	240	96	360

		(6.7)	(66.7)	(26.7)	(100)
Age	Upto 25 yrs	8 (6.7)	81 (67.5)	31 (25.8)	120 (100)
	26 to 50	8 (6.7)	82 (68.3)	30 (25)	120 (100)
	51 & above	8 (6.7)	77 (64.2)	35 (29.2)	120 (100)
	Total	24 (6.7)	240 (66.7)	96 (26.7)	360 (100)
WAS		4.13			

Note: Figure in parentheses represents percentage of share in total number of respondents.

From the above Table 6, it has been drawn that the majority of the respondents across regions, age and gender, have affirmed that the television through its programmes has greatly impacted the village society by inducing the idea of family planning and also generating awareness about the women's health. National Population Policy of 2000, National Health Mission of 2013, and National Health Policy of 2017 have been focusing upon controlling population by promoting the use of contraceptive and female reproductive health. For this the central and state governments have allotted millions of their budgets on radio and television campaigns to make people aware about family planning by using the movie actors and actresses. As over the years India has witnessed the fall in its fertility rate i.e. from 4.97 in 1975-1980 to 2.3 in 2015-2020 i.e. mentioned in United Nations Report on World Population Prospects-2017. Also in another research by Robinson, et al. (2014) have drawn out that the health programmes combined with free apportioning of health related products with enhancing awareness among the targeted beneficiaries through media campaigns significantly reduced the health related risk behaviour among the people, i.e. assessed in using contraceptives and leaving smoking by the targeted groups. In one of the studies by Pakrashi et al. (2021) on family planning campaigns on television and contraceptive use in India have claimed that the spreading family planning awareness via campaigns on television significantly raised awareness about contraceptive usage, enhances intention to use among non-users, and positively affects utilization of various modern family planning methods, raising from female and male sterilization to usage of contraceptive pills and condoms. However the female sterilization is more acceptable than the male sterilization, possibly due to the social and cultural context that puts a value on manhood in a male-dominated, patriarchal society like India, even though female sterilization is a more complex procedure compared to male sterilization. The study also highlighted that the likelihood of usage of modern contraceptives improves drastically if the mass-media campaigns are complemented by motivation from frontline health workers.

TELEVISION CONTENT HAS PROMOTED CHANGE IN GENDER ROLES WITHIN THE FAMILY

The respondents have been asked about the television's contribution in changing in the gender roles in the family and based on their response the analysis is done as under:

Table 7

Television through its programmes has promoted the acceptance towards changing gender roles in village society in Punjab

Responses	Strongly Disagree	Disagree	Agree	Strongly Agree	Total
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Region	Malwa	Bhagatpura (H)	0	1	18	41	60
		Ambe Majra (L)	0	0	33	27	60
		Total	0 (0)	1 (0.8)	51 (42.5)	68 (56.7)	120 (100)
	Majha	Sherpur (H)	0	0	29	31	60
		Jaswan (L)	0	18	42	0	60
		Total	0 (0)	18 (15)	71 (59.2)	31 (25.8)	120 (100)
	Doaba	Kotha (H)	2	26	32	0	60
		Burj Hasan (L)	0	1	59	0	60
		Total	2 (1.7)	27 (22.5)	91 (75.8)	0 (0)	120 (100)
	Grand Total		2 (0.6)	46 (12.8)	213 (59.2)	99 (27.5)	360 (100)
Gender	Male		0 (0)	14 (7.8)	99 (55)	67 (37.2)	180 (100)
	Female		2 (1.1)	32 (17.8)	114 (63.3)	32 (17.8)	180 (100)
	Total		2 (0.6)	46 (12.8)	213 (59.2)	99 (27.5)	360 (100)
Age	Upto 25 yrs		1 (0.8)	14 (11.7)	73 (60.8)	32 (26.7)	120 (100)
	26 to 50		1 (0.8)	16 (13.3)	72 (60)	31 (25.8)	120 (100)
	51 & above		0 (0)	16 (13.3)	68 (56.7)	36 (30)	120 (100)
	Total		2 (0.6)	46 (12.8)	213 (59.2)	99 (27.5)	360 (100)
WAS			4				

Note: Figure in parentheses represents percentage of share in total number of respondents.

From the Table 7 it is evident that the majority of the respondents across all the regions in rural Punjab have shown their agreement towards the idea that television has contributed to the change in the gender roles within the family in rural society. Also the WAS of 4 also depicts the majority response in agreement towards the statement stated above. In rural society in its social and cultural context, the gender plays an important role in assigning the work. The rural society in Punjab is a male dominated, patriarchal society and the domestic and kitchen related chores are assigned to females only. In addition the agricultural work such as sowing seeds and ploughing the field are done by the male members of the society, however the other tedious tasks such as taking out the weeds and other wastage from the field which actually are done in a routine basis are done by the females along with the agricultural labourers. Many of the respondents have told us that with time these divisions related to the household roles got diluted due to many factors such as women attaining higher education, women joining professional jobs, women going abroad to raise her family etc. however, the media especially the television media has made these changes a new normal among the members of the rural society and by doing this TV has provided the acceptance towards these changes.

CONCLUSION

From the above discussion, it has been concluded that television has played an important role in changing the rural society of Punjab. Punjabi society that was steeped in traditionalism with male dominance, is now being observed with mind boggling changes. From the response given by the respondents it is drawn that the majority of the respondents feel that television through its content has facilitated certain ideas i.e. women should stand against the violence of any kind; women should have their participation in the household decisions; the preference of the male child over the female must be dropped; dowry system should be abolished; girls should have their choice in making their decisions for choosing their life partners; television has facilitated the idea of family planning by acknowledging women's health; and television through its programmes has created the acceptance towards the changing role in the rural households. It is important to add here that through its programmes, though television has facilitated change in the rural society however the situation of women needs much more improvement. The women still are facing discrimination at many levels. The researchers still believe that television through its content is reproducing gender stereotypes among the youth. Despite of this television has played an important role in lessening down the gender based discrimination in the rural society of Punjab.

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