

Daily Soap's Impact upon the Rural Women (Kolhapur District)

Mrs. Rohini Salunkhe – Chavan

Asst. Professor of Shahid Virpatni Laxmi Mahavidhyalaya, Titave
Department of Mass Media

Abstract

Television is tool of Entertainment, Information and Education too. Number of peoples is interested in Television as well as Radio. This Research is represented women in the rural area, and how many Women watch a number of Daily Soap. Television Daily Soap is educative and also informative. In the Research represent women in the Kolhapur district, within this district took up group of women who are related to rural area. Today, Daily Soap is Part of day to day life of women. T.V Daily soap has also weaved socio-cultural patterns through their content. 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. TV is Played important role in Human Life. So still increased number of T.V. Channels like Zee Marathi, Color's Marathi, Star Pravah, Sony Marathi etc.

Keywords: Television, Rural Women, Daily Soap, Entertainment.

1. Introduction

Print media, Radio, Television and Social Media are medium of communication. Mass media is considered as the mirror of society. The audio-visual mediums are most influential to the society. T.V. is important part and it reflects to the society. As well as Indian Daily soap is mirror of Society, because number of issues took in the society. When I talk with number of women about Daily soap that time number of women said, "Daily Soap is a part of Life as well as it is tool of Entertainment". Cinema and Television has shown its great impact over the society since its invention. In Indian Scenario television has become most commonly used medium in urban and rural area. Daily soap operas are more popular on television channels than anything else. When we talks about the History of Television, 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 is 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. **Kevalkumar (2010)**, the start of daily soap on Doordarshan Indian's indigenous soap opera, **Hum Log**. It Started on July 7, 1984 to December17, 1985. The soap opera was represent the ups and downs in the life of a North-Indian lower-middle class joint family. And Coming up number of soap opera like Nukkad, Yeh Jo Hai Zindagi, Buniyad, army, Akbar the Great, Ramayana, Mahabharata, The jungale Book, Shaktiman, VikramVetal, surabhi, Yug, Rangoli, Shri Krishna, Shanti etc. that like another daily soap represent or reflect to the society, their thoughts, their life style as also. When thinking

about today there are number of T.V. Channels has increased and it's represent each area that call regional or local channels. Still most popular Daily soap like "kyunki Saas Bhi Kabhi Bahu Thi", 'kahani Ghar Ghar Ki' and as also in Marathi Daily Soap Like 'Char Divas Sasuche', ' Ya Gojiravanya Gharata' still remember that Daily Soap. **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 Daily Soap Impact upon Rural women a district of Kolhapur.

2. Review of Literature

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.

Arti Bhatt and Dr. Govind Singh (2017), According to the study "A Study Of Television Viewing Habits among Rural Women of TehriGarhwal District", 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.

Jayendra Rane (2018), This researcher present ZEE Marathi Channels Four Soap operas from prime time section. All Four operas are having different types of Stories Lagirajal Ji, TujyatJivGuntala, Majyanavaryachi Bayoko and Tula pahateRe. Most of the Female character on Zee Marathi prime time soap operas are shown literate. Zee Marathi prime time soap operas potrayed the women as equal to the men.

Namrata And Kakade, (2014) The present study was to know the television viewing habits of slum people of Gulbarga slums. 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.

3. Statement Of The Problem

- Daily Soap's Impact upon Rural Women (Kolhapur District): A Study

4. Objectives

- 1- To find the television viewing habits among rural women of Kolhapur 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. Hypothesis

The hypothesis was that the women and 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.

6. Aim Of study

The main aim of the study was to investigate women habits of viewing Television and Interests among the rural women. This Study Conduct a survey on the Television Viewing habit and rural women of Kolhapur district.

7. Research methodology

This study has been conducted in Kolhapur district of Maharashtra state. The data from the 14 questionnaires were classified and tabulated for the purpose of analysis and interpretation. The data clearly depicts the views of the respondents relating to their information and television viewing habits in multifarious dimensions. The data was collected from few village like Sarawade, Pimpalwadi, sawardepatankar, nipani, Kaulawa, kurukali, Vadakshiwali, Pimpalagao, Titave.

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 Marathi and it's translated by self in English.

Sample- A total numbers of 100 females sample were selected for this study. Sample takes women villages of Sarawade, Pimpalwadi, sawardepatankar, Nipani, Kaulawa, kurukali, Vadakshiwali, Pimpalagao, Titave. This sampling methodology used for 100 rural women data of sampling in Kolhapur District.

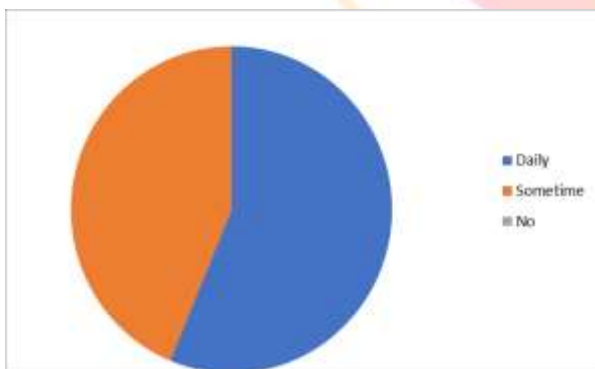
8.Data analysis

Respondents of women: N=100

Among the sampling respondents, there are 10%Womens are working women and 90% women are related as house wife. And also when talk about the age of women, who are the viewing the T.V. channels. Its age of up to 25 to 35 ages.

1. Do you watch Television?

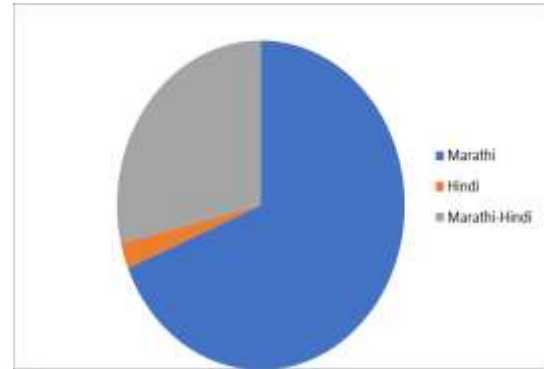
Daily	Sometime	No
56.25	43.75	00



According to table 1: 56.25% women watch television daily, 43.75% women watch television sometime and 0% women are not watch the television.

2. Which Language you have to watch?

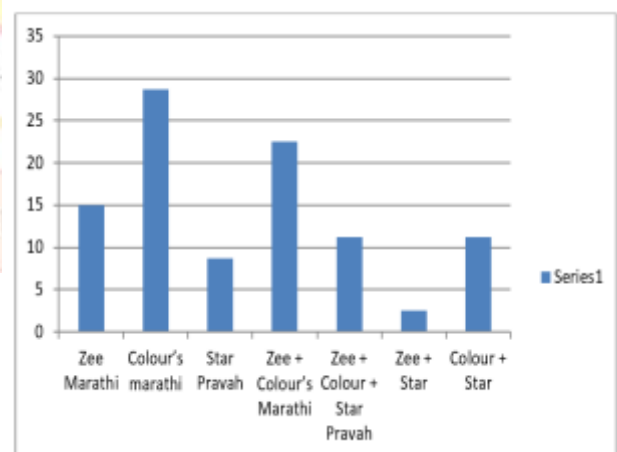
Marathi	Hindi	Marathi-Hindi
68.75	2.5	28.75



According to table 2:In the rural women most of women means 68.75% women watch Marathi Channels, 2.5% watch Hindi channels and another 28.75% women watch Marathi and Hindi Channels.

3. Which Marathi Channels watch by rural women?

Zee Marathi	Colour's Marathi	Star Pravah	Zee + Colour's Marathi	Zee + Colour + Star Pravah	Zee + Star	Colour + Star
15	28.75	8.75	22.5	11.25	2.5	11.25

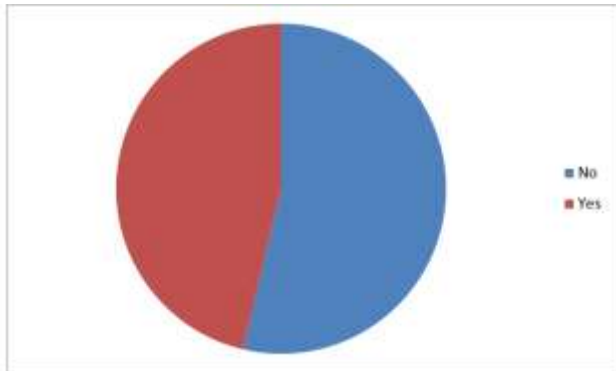


According to Table 3 : 15% women watch Zee Marathi,28.75% women's watch Color's Marathi Channel, 8.75% women watch Star Pravah, 22.5% women watch Zee + Color's Marathi , 11.25% women watch Zee + color's + Star pravah, 2.5% women watch Zee Marathi + Star Pravah and

11.25% women watch Color’s Marathi + Star pravah.

4. Are you watching Hindi Channel?

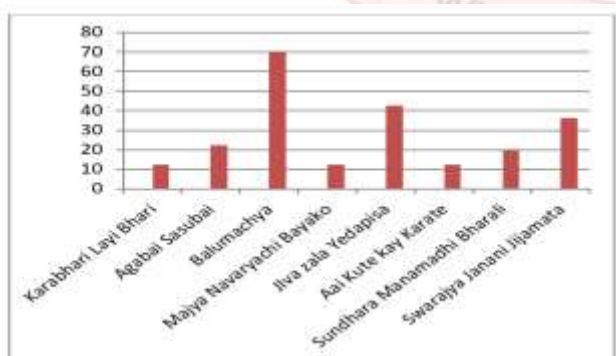
No	Yes
53.75	46.25



According to Table 4: 53.75% Rural women not interested to watch Hindi channel and only 46.25% rural women watch Hindi Channels.

5. Which Marathi daily Soap watches the most in rural area?

Karabhari	Agabai Sasubai	Balumasachya Navanechangabale	Majya Navaryachi Bayako	Jivazala Yedapisa	Aai Kuthe Kay Karate	Sundhara Manamaadhi Bharali	Swarajya Janani Jijamata
12.5	22.5	70	12.5	42.5	12.5	20	36.25



According to Table 5 : 70% women like to watch Daily soap “BalumasachyaNavaneChangabale”, 42.5% women watch “JivZalaEdapisa”, 36.25 % watch Daily soap “ Swaraj Janani Jijamata”, 22.5% women watch “AgabaiSasubai” , 20% women watch

“sundharamanamadhibharali”, and 12.5% equally watch by rural women like: “AaiKuthe kay Karate”, “Karabharilaibhari” and “MajyanavaryachiBayoko” in the Kolhapur District.

6. How much time to watch television in daily Routine?

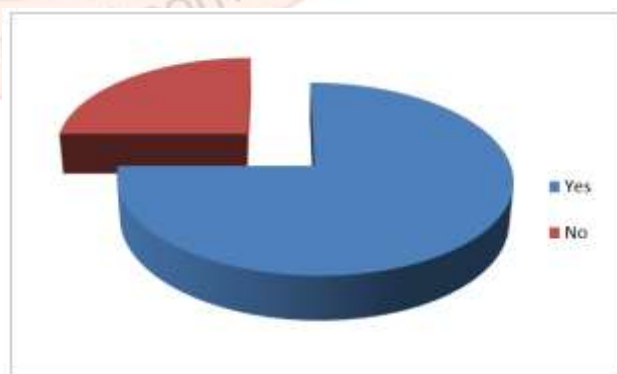
Half Hour	One Hour	Two Hours
32.5	27.5	40



According to Table 6 : 32.5% women spend their time or watch the television Half Hour, 27.5% women watch the television one Hour and another 40% women watch the Two Hours time to watch the television.

7. Are you watching News?

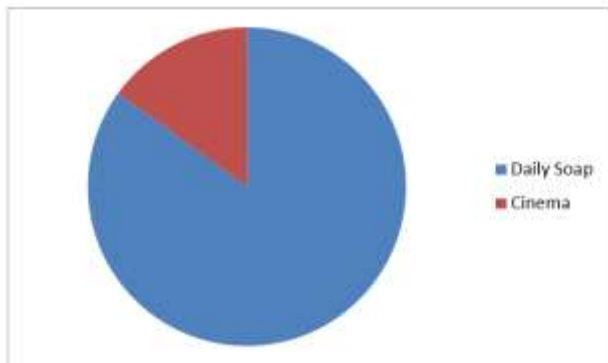
Yes	No
75	25



According to Table 7: In the Rural area 75% women watch News, and 25% women are not interested to watch News Channels.

8. Watching movies or daily soap?

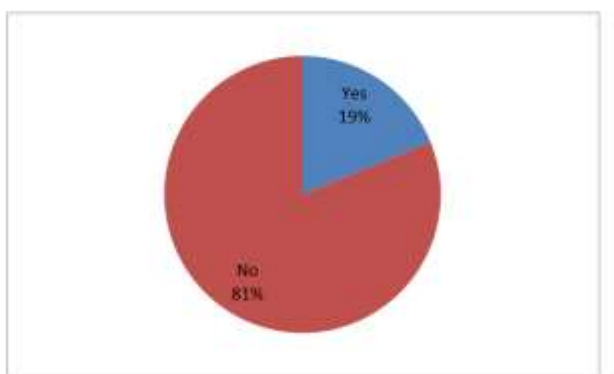
Daily Soap	Cinema
85	15



According to Table 8: 85% women are interested to watch daily soap and 15% women are interested to watch Cinema or Movies at Home

9. Do you ever have a fight at home because you watch daily soaps?

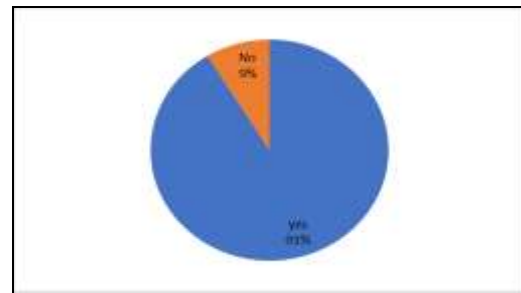
Yes	No
18.75	81



According to Table 9: 18.75% women said that, when they watch daily soap after that fight at home but 81% women said that there are not fight at home because of Daily soap.

10. Does Daily Soap add to your database?

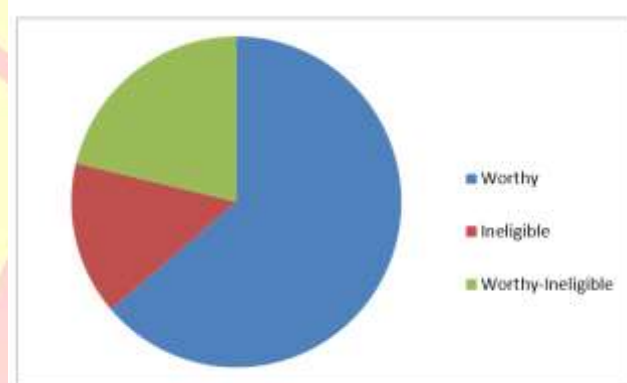
yes	No
91.25	8.75



According To Table 10:91% women said that number of daily soap is informative and 8.75% women said Daily soap is not informative.

11. Daily soap worthy or ineligible?

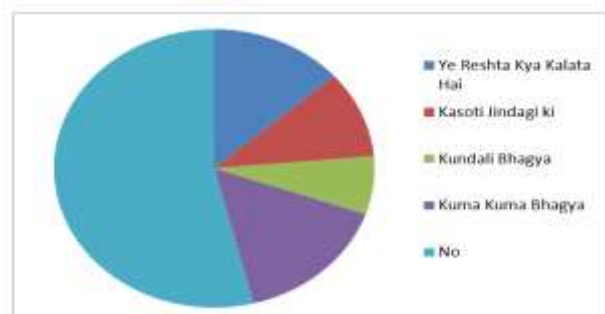
Worthy	Ineligible	Worthy-Ineligible
63.75	15	21.25



According to Table 11: 63.75% of women said it is right to watch a daily shop, while 15% of women said it is wrong to watch a daily soap. 25% of women said both are equal.

12. Looking at which Hindi daily soap?

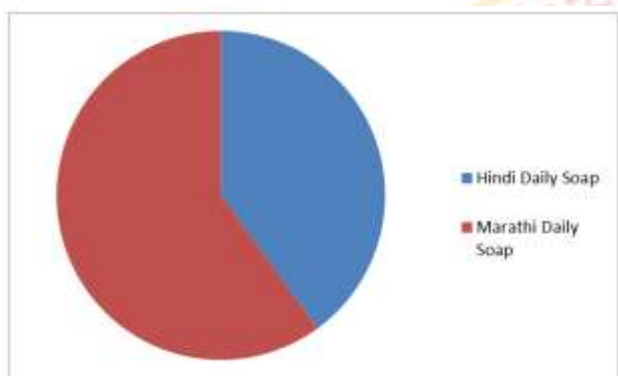
Ye Reshta Kya Kahalata Hai	KasotiJindagi ki	KundaliBhagya	Kuma Kuma Bhagya	No
15	11.25	7.5	17.5	60



According to table 12: 17.5% women watch a ‘Kum KumBhagya’, 15% women watch ‘Ye Rishatha kaya kahalatahai’, 11.25% women ‘KasotiJingagi Ki’, 7.5% women ‘KundaliBhagya’ and 60% women are not interested to watch Hindi daily soap in the rural area.

13. Mention the interest in Hindi Daily Soap or Marathi Daily Soap?

Hindi Daily Soap	Marathi Daily Soap
40	60



According to table 13: In the Rural Area 40% women are interested to watch Hindi Daily Soap and 60% Women are watching Marathi Daily Soap.

14. Mention your Opinion about watching a Daily soap?

Some women are mention their opinion and view point of watching Daily Soap, according to them Some Daily soap are informative as well as Historical daily soap , kon banega karodapati and also laughing subject like Chala hava yeudya these daily soap are given information, entertainment and educated to society as well as rural women. News Channels are informative its related to local, district, State, Natioanal and internation News with number of area.

9. Test of Hypothesis

Hypothesis 1:Rural women mostly use television as a means of entertainment.

This hypothesis has proved to be correct during the study. Because most women prefer watching entertainment program channels and entertainment related programs. And as also day to day life story too.

Hypothesis 2: TV has worked to affect the lives of rural women.

This hypothesis has proved to be absolutely correct during the study. Because, according to 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, their Fashion, social behavior, family relations and quality of life as also.

It is most important thing to describe that, in the Rural Area most of women are interested or habited to watch Marathi daily soap of number of issues or subject like fighting with daughter in law and mother in law, village level Love story, husband wife Love story with Fighting, Family Drama, Historical Drama, Reality shows, Cocking shows this interested looking by rural area. By this Research 60% women are interested to watch or preference to Marathi Daily Soap. Another 40% are interested to watch Hindi Daily soap. And most of women watch Color’s Marathi Channel. While this research has shown most of women like the story which related to their life too.

The content of daily soap changed in the during the year, once of on the time story going on this way and that way like Hum log like Family Drama, Historical or Mythological stories like The Ramayana, The Mahabharata, Shakuntala, Raja Shiv chhatrapati, that like daily soap shown as the time and that like thinking of society. Rural Women are interested to watch daily soap in the evening time and this shown as free moment after their work.

10. Suggestion

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.

11. Conclusion

After analyzing the research, it can be said that at present, television has become a major source of entertainment for rural women as the main source of information of number of social issues as well as latest news in the international, national and local information. Because of being a hilly area, many areas are far from the reach of newspapers and

magazines. Television has become a major source or major part 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. They changed lot of thing by Television, their lifestyle, fashion, language, educational factor. And also major role of television is Entertainment, information and Education for the society, within the society Women are also major part of this society.

References

- 1- Kumar,Keval,(2010), Mass Communication in india, JaicoPublication,Mumbai
- 2- Verma, N.K., (2006), Media and women, Mohit Publication, New Delhi.
- 3- Mahajan, kamlesh, (1990), Television and women's development (Patterns of Television among college girls), classical publishing company, New Delhi.
- 4- Thomas, Bella, (2003). What the World's Poor Watch on TV, World Press Review, <http://www.worldpress.org/Europe/947.cfm>
- 5- [https://www.researchgate.net/publication/269397320_The_Great_Indian_Television_Soap_Opera_](https://www.researchgate.net/publication/269397320_The_Great_Indian_Television_Soap_Opera_-_Issues_of_Identity_and_Socio-cultural_Dynamics)
- 6- <https://youtu.be/gZlqfrxbkWQ>
- 7- Vandana, (2011), Impact of Television on Rural Women: A Study of Mirzapur Village. District (Kurukshetra) International Referred Research Journal, May, 2011, VOL-II, page 17-18
- 8- Arti Bhatt, Dr. Govind Singh, A Study of Television Habits among Rural Women of TehriGarhwal District IOSR Journal Of Humanities And Social Science, July,2017, VOL-22 Page 44 -56
- 9- JayendraRane(2018), " Feminist approach in portrayal of women in ZEE Marathi prime time soap operas(August 2018 to January 2019), paper presented in " Women in Regional Television channels, National Conference".
- 10- Raut, Namrata, kakade, Dr. Onkargouda, (2014), The Role of Television in Developing the Slum Areas: A Case Study of Gulbarga Slum Area, , Journal of media and social development, volume-2, issue-1 Jan-March 2014, page 41-57
- 11- Chaturvedi, B. K., Mittal, Dr. S. K.(2016), Mass Communication Principles and Practices, Global Academic Publishers & Distributors, New Delhi.