

## Role of Television in Awareness of Women Rights among Women Folk with Special Focus on Women of District Naushahro Feroze

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### **Abstract**

*Television is most widespread medium of communication, having various implications in society. Nature of impact may be viewed positive or negative, that all depends on TV content. Purpose of this research study is to analyze its positive role in society, in the awareness of women rights among women. Dominant religion in District Naushahro Feroze is Islam; Islam is that religion which assures all kinds of rights to women. Not only religion but state also guarantees political, socio-cultural, economic and political rights to women. In spite of that women have been most sufferers and deprived of all kinds of rights. Development of women folk depends on their education, economic independency, political and social awareness and says in decision making. That is only possible when they would be aware of their rights. TV can play vital role in the empowerment of women by informing and educating them. This research has confirmed the impact of watching television on awareness of women rights.*

**Keywords:** Television, Women rights, Awareness.

### **Introduction**

Women in any culture or society occupy a key position and no religion denies women rights. Comparatively Islam raised the status of women by giving them socio-cultural, economic, civil and political rights. Besides, in the Universal Declaration of Human Rights (UDHR) women have been granted the similar rights. Every day on television and newspapers we read violation of these rights and incidents showing still a degrading status of women in our society. Government organizations, Non-governmental organizations and international organizations are working for the protection and promotion of human rights. But still women faces problems of high mother mortality rate in our country, low literacy rate, high dropout ratio in high education, honor killing, deprivation of property rights, and so on. In the struggle of raising up the status women and protecting their rights the role of media is appreciable and cannot be denied.

The main objective of the present study is to analyze the role of television in raising the awareness of women rights among women.

### **Literature Review**

Survey of different researches on impact of mass media especially impact of television is reviewed. Researches have shown social, cultural, economic, political, and psychological influences of TV on its audiences. But little efforts have been made to carry out researches on pro social impact or on role of television in society.

Shamsher & Mohammad (2012) have searched out in their research study that television especially cable TV channels are most viewed in Bangladesh, which has tremendously affected the traditional culture. Along with cultural changes researcher also notifies the change in behavior and attitude, awareness of education and social awareness is increased in moderate and heavy viewers.

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Television is an important agency of socialization; TV conveys ideas and images that help audiences to shape their attitude. (Lay, Gorman & Mc lea David 2009). Comparatively behavior and attitude of women change due to TV, especially in urban areas where due to cable and satellite system they have more choice of channels (Sheikh, 2007). Television viewership in Pakistan is twenty two million, 77% is in urban areas and 33% in rural areas (Gallup TV Report 2009). Now a days media especially television is playing a positive role in uplifting women's status, television content analysis reveals that portrayal of women in stereotyped roles or showing women only in domestic life is no more them of television programming. That trend has been declining now days, women is shown in strong leading characters which have good and positive impact on women's status (Ross, K., & Byerly, C. M. (2006).

According to Holbert, Shah, & Kwak, 2003, television programs has positively affected the social status of women in society by providing stuff on women rights and issues in programs. Liberal thinking is developing and conservative thinking is diminishing due to television.

Television has brought psychological and structural change in rural life of India, political awareness, economic decisions, relationships and villagers' worldview are influenced by TV. TV viewers less often rely on traditional leaders to solve their disputes because TV increases awareness of rights, and negative stories against feudal lords are often a subject on TV dramas (Johnsons, 2000).

But, unfortunately, our transmissions are less pro women; role of women on screen is shown as a dependent, irrational, domestic, inferior and subordinate to men. There is needed to make programs to educate women, give them awareness of health, nutrition, their rights, and importance of education (Akhileshwari, 1984).

## Methodology

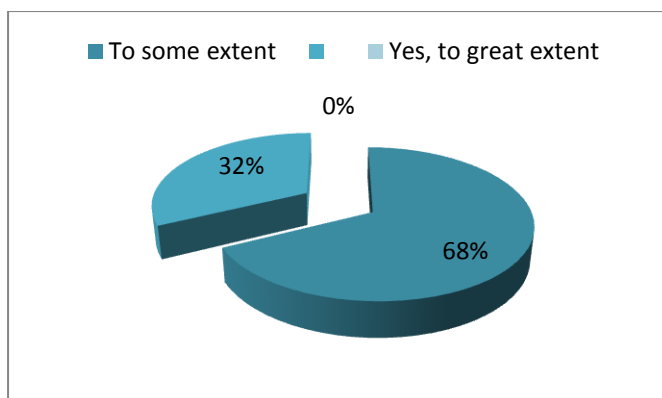
Exploratory research design has been used. Universe of the study is selected District Naushahro Feroze, and 192 samples are taken randomly from five Taluka cities of District Naushahro Feroze.

Samples are taken by using Simple Random Sampling method; from sampling frame samples were drawn by using computer generated technique. Women of age 15 years and above are contacted and data is collected through interview schedule. Statistical Package for social Science (SPSS) version 17.0 is used in analysis of data. Data is presented in simple frequency and percentage based tables and diagrams.

## Results and Findings of Study

**Table 1: Do you feel any variation after watching TV?**

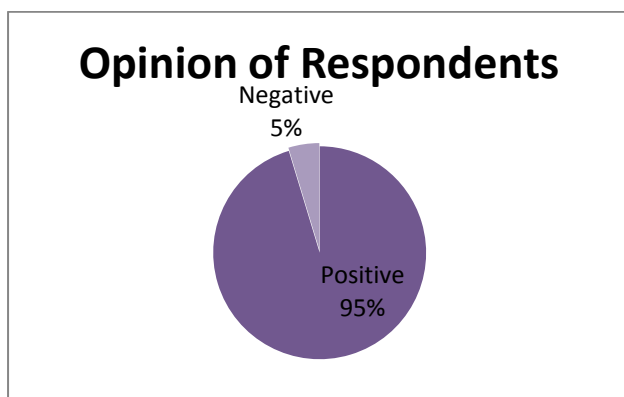
<i>Opinion</i>	<i>Frequency</i>	<i>Percent</i>
To some extent	130	67.4
Yes, to great extent	62	32.6
<b>Total</b>	<b>192</b>	<b>100.0</b>



Data presented in table no.1 denotes that all the respondents' notice variations in their behavior after watching TV. 130 respondents agreed to a great extent while 62 respondents agreed to some extent. No one denied impact of TV on their behavior.

**Table 2: How do you perceive the impact of television?**

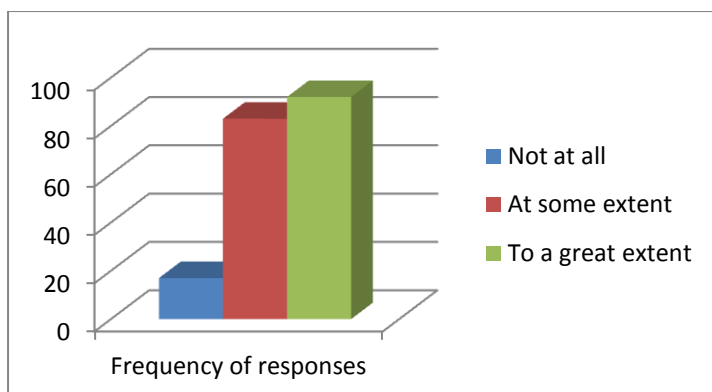
<i>Opinion</i>	<i>Frequency</i>	<i>Percent</i>
Positive	183	95.3
Negative	9	4.7
<b>Total</b>	<b>192</b>	<b>100.0</b>



Data presented in table no .2 shows 183 respondents consider the impact of TV positive, and 9 respondents consider the impact negative.

**Table 3: Do you think TV increases your knowledge about women rights?**

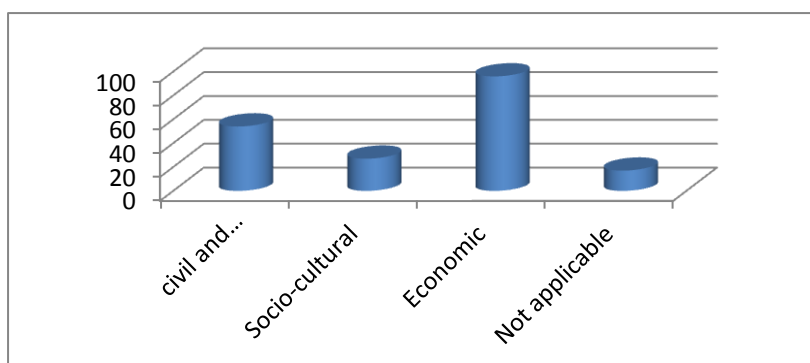
<i>Opinion</i>			<i>Total</i>
Not at all	At some extent	to a great extent	
17	83	92	<b>192</b>



Data presented in table no.3 explains the role of TV in promoting the knowledge of women rights, 17 respondents do not see the role of TV in increasing knowledge of women rights, 83 respondents agreed to some extent on role of TV and 92 respondents agreed to a great extent.

**Table 4: Which kind of women rights' awareness is increased?**

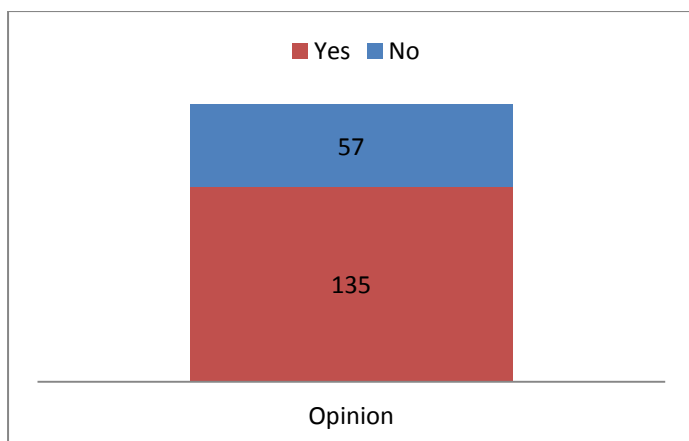
<i>Opinion</i>					<i>Total</i>
civil and Political	Socio-cultural	Economic	Not applicable		
54	27	96	17	<b>192</b>	



Data presented in table no.4 explains 54 respondents are of the view that TV increases the awareness of civil and political rights, 27 respondents agreed that television increases the awareness of socio-cultural rights, 96 respondents agreed that television increases the awareness of economic rights and on 17 respondents that question was not applicable.

**Table 5: Are you aware of the organizations working for women rights?**

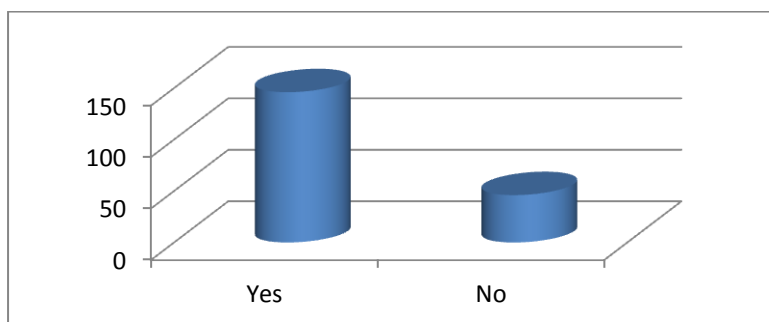
<b>Opinion</b>	<b>Frequency</b>
Yes	135
No	57
<b>Total</b>	<b>192</b>



Data presented in table No.5 elaborates that 135 respondents were aware of government and non-government organizations working for women rights and 57 respondents were unaware of the organizations working for women rights.

**Table 6: Do you know the conventions and laws made for the protection of women rights?**

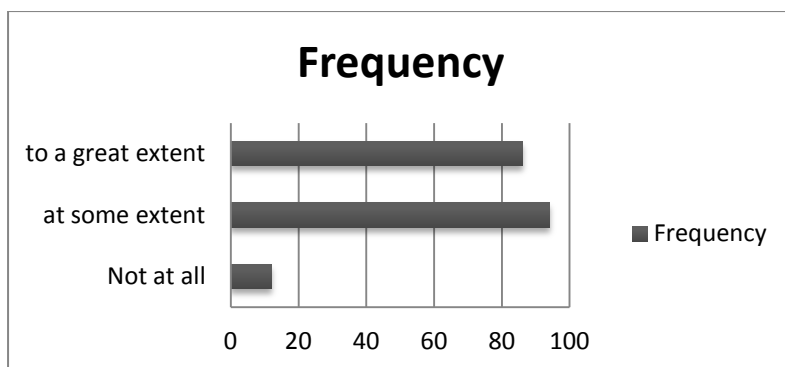
<i>Opinion</i>	<i>Frequency</i>
Yes	146
No	46
Total	192



Data in table No.6 denotes that 146 respondents were aware of the laws and conventions made for the protection of women rights and 46 respondents were unaware.

**Table 7: Do you agree that television fosters you to take up your rights?**

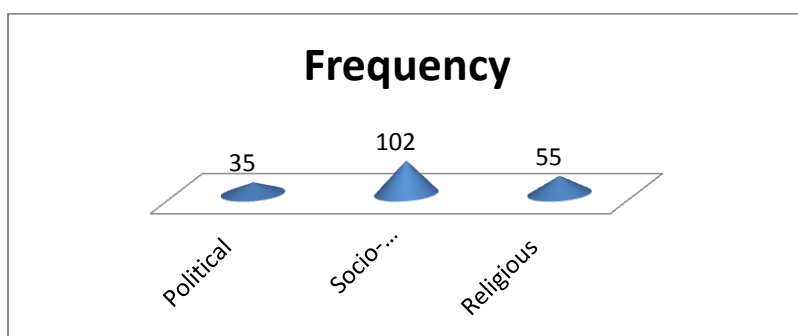
<i>Opinion</i>	<i>Frequency</i>
Not at all	12
at some extent	94
to a great extent	86
Total	192



Data in table no.7 explains that television motivates and fosters women to take up your rights, 12 respondents denied, 94 agreed at some extent and 86 agreed to a great extent.

**Table 9: Which rights, you think you are deprived off in society?**

<i>Opinion</i>	<i>Frequency</i>
Political	35
Socio-economic	102
Religious	55
Total	192



Data in table No.9 shows the frequency trends rights to which women are mostly deprived. 35 respondents replied political, 102 Socio-Economic and 55 religious rights.

## Discussions

Television viewership is increasing day by day, cable and satellite channels have increased the choice of channels. According to Sheikh, 2007, et al, in Sindh women watch more television than men and especially in urban areas where audience have unlimited choice of channels.

Study revealed that television changes the attitude and behavior of women. Nature of impact of television is viewed positive by majority of women in study. Television increases the awareness of women rights, especially Socio-economic rights. Television informs women about the laws and conventions made at national and international level to protect women rights and women are mostly aware of organizations working for the promotion and protection of women rights. Study also found that television motivates women to take up their rights. Similar findings are forwarded in the study of Johnsons, 2000, et al in her research on television and social change in rural India.

## Conclusion

Review of related literature and survey results of research has revealed the fact that there is impact of television on its audiences, women is most deprived and negligent gender in our society, that is only because they are ignorant. They do not know the rights which Islam and our state give them. Television may not be the single source to develop woman, but is very effective in this regard. Survey results have confirmed the impact of TV on awareness of women. Therefore, TV should be used as a tool to inform and educate women. Its role should be further increased in the awareness of women rights.

## Suggestions

- Women in TV programs are shown as dependent on men; such women are idealized in TV dramas that are domestic. That trend should be stopped; women must be appreciated and shown as working on high positions and posts in all departments.
- Purpose of TV programs should be spreading awareness of all kind of rights and issues of women, which can help women in their development.
- Government and related departments of government should sponsor such programs as health, education, rights and issues of women.
- Further research work is suggested in this area, to reveal the facts regarding the impact of TV or other mediums of communication on women in Sindh. Due to increasing number of Sindhi language channels.

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