MEDIA CONVERGENCE: ITS PROSPECT AND ROLE OF EMPOWERING MARGINALIZED RURAL WOMEN IN WEST BENGAL
by

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Abstract: *The work is access to communication media have histrionic impact for marginal rural women empowerment and for achieving socio economic development goals. Marginal rural women need to treat media convergence as an empowerment tool and a means to a living. Rural women's lack of mobility and less hands-on-computer experience might hinder women welfare and empowerment. This paper analyses how use of the new media as mobile computer internet and modern mass media can benefit rural women in socio-culture educational, health and economic sector. Women in rural west Bengal are marginalized partly due to their lack of ability in being vocal when it comes to empowering themselves using new communication media due to cultural norms in India. Today we need this new form because it has taken over all the other forms and has converged them into one super effective form of communication. This convergence has simultaneously transformed our society our culture and a new social structure in Rural society.*

Key Words: *Women Empowerment, Marginalization, Convergence, Interactivity, Rural Development, Mass Media*

Introduction

The women are novel production of the world. No society can socially, financially, culturally and politically advance without the dynamic support of women, as expressed by the great philosopher and emancipator of Indian women, Swami Vivekananda expressed that:

"There is no chance of the welfare of the world unless the condition of women is moved forward. It is unrealistic for a flying creature to fly on one wing".

Disregarding the reality, women are the most denied and socially segregated in the society.

Women empowerment: The empowerment of women's welfare is a worldwide issue. These issues of gender equality are talked about in National as well as Global conferences all around the world. Women empowerment itself explains the social right; political right, financial security, legal quality and all other right ought to likewise be equivalent to women. Empowerment of women is a vital essential condition for socio economic development of any society. It is a multi-dimensional process and includes numerous things, for example, economic open door, property rights, political portrayal, social balance, individual rights et cetera. They keep on being oppressed and are unequal in financial, wellbeing, health, education and political status.

As indicated by UNIFEM (2000), **Women's empowerment incorporates: procuring knowledge and comprehension of gender relations and courses in which these relations might be changed; building up a feeling of self-esteem, a faith in one's capacity to secure fancied changes and the privilege to control one's life; picking up the capacity to produce decisions and exercise dealing force; and building up the capacity to sort out and impact the bearing of social change to make an all the more simply social and economic request, nationally and universally**. Empowerment is a procedure of testing existing force connection, upgraded capacity and chance to settle on choices for oneself and equivalent access to assets. As per **UNICEF (1993) gives a women empowerment structure, which contends that women empowerment can be seen as far as five fairness, of which empowerment is a basic component at each level. The levels are welfare; get to, conscientisation, investment and control**. Women Empowerment is accepted to be a dynamic procedure of individual and aggregate battle against the powers which smother and subordinate women. It emphasizes a strategy of revamping of every single existing asset in the society, be it social, economic, cultural or political. It demonstrates a change from a condition of feebleness to one that perceives and fortifies women to take more noteworthy control over their lives. The World Bank defines empowerment as "**the way toward expanding the limit of people or gatherings to settle on decisions and change those decisions into wanted activities and results. Fundamental to this procedure is activity which both form individual and aggregate resources and enhance the proficiency and reasonableness of the association and institutional setting which represent the utilization of these advantages**."

Women have been battling for sense of pride and independence. Since mid-1980 attributable to addressing by women themselves about their mistreated status and situation through varied women's movements, the issue of 'Women Empowerment' came into center. Empowerment is visualized as a guide to enable women to accomplish uniformity with men or possibly lessen the sexual orientation based separations. As indicated by A.P. J. Abdul Kalam, expressed that **empowerment of women is essential for making a good nation. At the point when women are empowering, society with capacity is guaranteed. Empowerment of women is fundamental as their musings and their esteem frameworks lead the improvement of a decent family, good society and at last a decent nation**.

Convergence: Convergence is an ambiguous term used by various disciplines to describe and analyze processes of change toward uniformity or union. Its application in the communications sector, often referred to as media convergence, also encompasses valuable approaches and insights to describe, characterize and understand the digital creative economy. A certain amount of fuzziness combined with the broad, multipurpose-character of convergence leads both to a general and a wide range of very specific understandings of the convergent communications sector. This sector substantially overlaps with the digital creative economy, which is also characterized by a degree of vagueness. Common sub-sectors and subjects between communications and digital creative industries such as broadcasting, publishing, advertising, music, film and games are even growing because of convergence. Beyond that, the consequences of media convergence are also discussed for other parts of creative industries, such as museums, libraries and design in particular. New digital media technology and services are considered as central drivers of creative industries. Altogether, this makes studies of media convergence, both its approaches and results, highly relevant for the understanding of the digital creative economy.

Empowerment of Rural Women in India: India is a country of villages where poverty rate is high. The rural women are in a most burdened position. Around 81% of the aggregate female populace of the nation lives in rural areas. Indeed, even following 70 years of freedom, women's keep on being in oppression with an unequal financial and political status. Their profitable and regenerative parts to a great extent stay imperceptible. In spite of Constitutional certification of equivalent rights and benefits, Indian women are no special case to those worlds over. In this way gender orientation value and strengthening of women has turned into an imperative issue of open deliberation in the formative projects of India, particularly in the last a few decades.

Media Convergence for Empowerment of Rural Women in India: There is a need to bridge the gap between administrator, policy maker, planner and beneficiary as rural women and lab to land from time-to-time. This calls for a two way communication process. The exposure of new media can help in gaining knowledge and change attitudes which will indirectly help women to gain freedom at all fronts. New media aims at improving the quality of life of those who are under developed, thus contributing to empowerment. The media has a larger role to play in the empowerment of women. Hence, media convergence with the help of new media plays a vital role in addressing the issues of rural women, which will indirectly help women gain freedom at

all points the media has an important role to play in women empowerment. The main aim of new media is to inform, educate and motivate the manes to accept new ideas and changes and thus, influence people's opinion on almost every aspect of life Previously the new media had a confined working sphere in first world countries. But with the onset of new technological indentation such as Satellite Communication, television networks, and the internet, new media has been able to spread its wing across national boundaries and reach its worldwide audience. This provided an impetus to the rapidly growing web of new media by transforming it in to an international entity truly; the world has now become a global village.

New media is, no doubt, an important tool in bringing about massive social change and modernization in developing country is for spreading knowledge, facts and directing various emotional appeals to influence the public, opinion. The new media plays a major role to generate social, economic and cultural awareness among people. In order to educate rural women about their rights and opportunities, new media is being used in various remote areas of countries. Many of the web sites are providing information about the self-employment, based on the homes of the women. Further, there are also many web sites which reveal the jobs for women. Depending on the requirement, women can search ICT tools such as internet to get information on health and hygiene and without the help of convergence this would have been a tough job to do. There are also web sites and social networking sites which popularize the women empowerment activities in India. Computer helped women empowerment and can produce to spread data pertinent for territory in various ways.

The improvement of the cell phone as a generally modest and intense instrument has empowered groups, even in remote rural areas to precipitously and locally proper it for utilize. Versatile and satellite communication are bringing broadcast communications inside reach not just of the little business visionary in creating nations yet in addition of the rural rancher.

The Communication has both positive and negative effects on status and life of rural women. It is noted that Government is encouraging women to use Communication such as Community Media by providing information in different aspects such as agriculture, education, literacy, environment, business, handicrafts, arts, drama, culture, etc. Further, many of the media such as internet are essential to gain information at the global level. Due to e-governance activities of the government, it is easy to communicate the information. Hence, communication changed and transformed women's life by giving awareness about their rights and privileges in the society. It is essential to know about the extent of usefulness of different communication to the rural women.

New media is a broad term that emerged in the later part of the 20th century to encompass the amalgamation of traditional media such as films, images, music, spoken and written word, with the interactive power of computer also called convergence, computer-enabled consumer devices and most importantly the internet. New media holds out a possibility of on-demand access to content any time, anytime, on any digital device, as well as interactive user feedback, creative

participation and community formation around the media content. Digital code is the technological basis for media convergence, enshrined in Nicolas Negroponte's (1995) phase, "from atom to bits", in which he recognized the transformative power of converting words, sounds and images into bits of electrical information. The potential of digitally converged media technologies has been an object of widespread attention for over a decade and has been most specifically focused on convergence of broadcast Television and the networked computer meaning to merge TV and Computer. This triggered the dream ticket for media conglomerate giants to grip the new form into its own clutches and AOL-Time Warner merger controlled the major U.S market and thus started monopolization of new media in the broader sense. Convergence of the new media includes both technological and social advancement electronic development of telecommunication, development in interactivity with computers has helped in the development of communication in the past and will do so in the future. Convergence will bring about changes in the social political structure of the society as companies will harness the power of new media convergence "buy 1 (new media) get all forms of media free".

To this end, the empowerment of women, presentation to new media channels of communications contributes as a central point. New media communications goes for enhancing the personal satisfaction of the individuals who are immature, along these lines adding to empowerment.

To sum up, communication is playing a significant role in the changing life style of women living in rural areas. As such, the present study analyzed the Communication for empowerment of rural women. Communication is extremely important for women empowerment. It plays a vital role in making the people in the rural areas to realize the need for adopting new practices. Communication is a voice which creates a sense of workings towards economic and national goals. Women have a key position in the family. Hence trance far of appropriate home to rural women is of immense importance. But we do not know how rural women utilize these media. Thus, present study is an effort to assess communication exposure of farm woman and factors associated with it.

Objective of the Study

1. To understand the socio-economic and cultural background of the respondents.
2. To understand the political, educational, and health   background of the respondents.
3. To assess the attitude, response and facilities of the rural women empowerment.
4. To assess the role of mediated communication in rural women empowerment.
5. To evaluate the impact and the effective reach of Media Convergence in the rural society.

Literature Review

The researcher has reviewed the literature to become aware with existing published work. The literature for the study was collected from books, journals, periodicals and from interrelated web sources. Literature reviewing is very commanding that the researcher reviews the literature not only to associate the results with the previous findings and also to present new and perhaps with unique measurements.

Ananta Narayana, Tauffiqu Ahamad (2016) in his paper "**Role of media in accelerating women empowerment**" published in **"International Journal of Advanced Education and Research"** stated that Communication is extremely important for women's development. It is considered to be the most important tool of society in the modern times as it has the power to reach out to a large audience. The communication media at large has been instrumental though not to the degree desired in supporting the movement for women emancipation by focusing on the neglect and marginalization of the position of the women in society. It is without a doubt that media is a dominant medium for advocacy of gender equality and the status of women. It is indispensable that the print and electronic media present a balanced picture of women's diverse lives and contributions to society in a changing world. The increase in the participation and access of women to self-expression and decision-making through the media communication is in a way empowering women. The powerful and positive role that the media can play in the empowerment of women and gender equality should be supported and further explored.

Written by Samia Melhem and Nidhi Tandon Edited and contributions by Claudia Morrell (2009) Information and communication technologies for women's socio-economic empowerment, "World Bank group working paper" explores on Peace is a necessary condition for economic development. Understanding this, Patricia Smith Melton founded Peace to Peace, an international women's peace organization that uses the power of leading-edge technology tools to connect women across all cultures for mutual support and concerted action through "women's circle relationships" and "sister to sister relationships" that together help to shatter barriers, including language, culture, intolerance, and conflict. Current technology tools include Drupal, CiviCRM, and Roundpoint'sCerkle platform to host their Global Network: a secure, profile-based matching system that connects individual women and groups into egalitarian online Circles. The technology platform helps members connect, build mutual support, advocate for change, and mobilize to take action. Nearly 20,000 members in more than 100 countries connect from their PC or mobile phone and participate as equals in programs that highlight women's peace building action, promote women's leadership in peace processed, and spark specific action actions at multiple levels and in multiple languages.

Srinivas R. Melkote (2006) in their paper **"Everett M. Rogers and His Contributions to the Field of Communication and Social Change in Developing countries" published in "Journal of Creative Communications"** state that Empowerment, it is usefully futile and may be even unethical for communications and human service professional to help solve minor and immediate problems while ignoring the systemic barriers erected by societies that permit or perpetuate

inequalities among citizens. Certainly sustainable change is not possible unless we deal with the crucial problem of lack of economic and social power among individuals at the grassroots. Over 30 years ago Latin American communication scholars observed the oppressive social, political and economic structure that exit in developing countries and that constitute barriers to progressive social change. Yet most of the models and strategies that followed have failed to address to these constraints directly. Individuals are impoverished or sick or are often slow to adopt useful practices, not because they lack knowledge or reason, but because they not have access to appropriate or sustainable opportunities to improve their lives. This is an issue of power.

AnthoniaOgoUzuegbunam(**1999-2014)** in his paper **"The Relevance of Female Entrepreneurs in Rural Development of Nigeria: A Study of Selected Rural Communities in Nsukka"** Published in "**International Journal of Gender and Women's Studies"** stated that Rural development in societies has a broad and elastic concept depending on the interaction of many forces, like the objectives of the programmes, the availability of planning and implementation resources, etc. For developing countries like Nigeria, rural developmental projects include agricultural set-up, rural portable water supply, rural electrification, and rural feeder-road construction and maintenance, rural health and disease control, rural basic secondary and adult education campaign, rural telecommunication system and industrialization projects. It is in these projects that the women as female entrepreneurs are expected to contribute to the advancement of people and society. Female entrepreneurs in the Nigeria context remain women that are skilled, courageous creative, resourceful, innovative and determined to embark on taking the risks of starting and owning a commercial enterprise usually on a medium and small scale level. In the areas under study, most of these businesses are on a small scale. Despite the socio-cultural political, religious and economic conditions in Nigeria, women in Nsukka communities of Nigeria engage in entrepreneurial ventures. In such ventures above the women employ people as apprentices and hired labor. These are self-initiated, inherited, inherited or partnered in nature and profits are realized from them.

Mr. Justice G.N. Ray, Chairman, "Media's Role in empowerment of women in India" Press Council of India at the inauguration session of National Press Day on November 16, 2008 at Vigyan Bhawan, New Delhi. Said that Communication is extremely important for women's development and mass media play a significant role. It is to be noted that growth of women's Education and their entry into employment has contributed to the growth of media. In all spheres of life whether for controlling population growth, spread of literacy or improving quality of life for vast masses, women have crucial role to play. However, women can be expected to play this role when they become conscious of their strength and are not deliberately marginalized by male domination. In this context, media has an important role to play and create awakening in women to achieve their potential as the prime movers of change in society. In today's world, print and electronic media play a vital role in effectively conveying message that needs to be conveyed.

LongjamMeena Devi (2012) in his paper **"Empowering women through alternative media"** published in **"International conference on interplay of economics polities and society for inclusive growth" UNDP,** stated that Alternative media will be focused as one of the chief important alternative requisites in helping the women empowered. It will help as the best means and access to speak out against the oppression and marginalization of women at the grass root level. Alternative media often aim to challenge existing powers to represent marginalized groups of women and to foster horizontal linkages among communities of interest. It is dedicated to democratization of communication and these media provide an alternative viewpoint, different information and interpretations of the world that cannot be found in the mainstream.

Gupta Anmol Rai, Zafar Shahila (2013) in his paper Rural India: **"The Next Frontier for Social Media Networks"** published in reputed **"International Journal of Engineering Research&Technology"** stated that it won't be a hyperbole to say that All India Radio has served as the ocean of knowledge for rural people in India. AIR also has programs for the empowerment of rural women which educate them on family planning, dowry, female feticide, child care etc. AIR works and in hand with Ministries and Departments of Agriculture & Rural development of central and state governments. Various other issues which are discussed on the programs being broadcasted on AIR include gender issues, importance of proper schooling and child abuse. Social media networks have no doubt that it affected the lives of rural people.

Theoretical Framework

Communication researchers and scholars have proposed many theories since the foundation of the discipline. It has travelled through times, new ideas, concepts paradigms have been developed. Behind each and every new idea there has been some theoretical background which works as the backbone of new practices proposed. Here it is an attempt to provide the theoretical back bone to a comparatively new practice of communication.

Democratic Participant Theory

The study was informed by the Democratic Participant Media Theory which is one of the normative theories of the media which emphasizes and supports the media multiplicity, local nature of the media, horizontal media involvement and interaction. The theory is mainly concerned with the right of every person to information, the right to reply, the right to use the means of communication for interaction in small scale settings of interest groups, sub-culture and community. According to Kwaramba 2000 the Democratic Participant Media Theory is very effective in that it guarantees some channels for feedback and an opportunity for often neglected local communities to express their opinions and views on issues of interest to them.

Development Communication Theory

The Development Communication Theory, specifically, discuss about the habit of scientific application of strategies and doctrines of communication to establish a positive notion of social change. It also stresses that there can be no Empowerment without communication. Communication has undertaken exactly the same responsibility of various empowerment programmes, accepting limitations and directives from the State. In the 'Development Communication Theory', media has taken the role of bringing forth positive and developmental programmes for the state and accepting restrictions and receiving instructions from state. It is an undisputed fact that there can be no foundation of Empowerment without communication and this concept provides the basis for the Development Communication Theory. Communication for empowerment, as it is called, means the press has taken the responsibility of bringing out constructive empowerment programmes, accepting limitations and directives from the state. Political, economic, social and cultural needs of the society are dictating the media to act as catalyst to the process of Empowerment and play its role. Communication can become the best tool for empowerment as it is an effective medium. It identifies with the communication needs of a particular community and serves the last man of the community. Communication can address the empowerment issues of rural inhabitants.

Research Methodology

This paper is basically descriptive and analytical in nature. The main focus of this study is to find out how Communication for Empowerment of Marginalized Rural Women in West Bengal.

Research method: This study uses conjoining both qualitative and quantitative methods. The qualitative methods used were adopted among the Marginalized Rural Women to find out the pattern of communication and how it could be improved.

Methods of data collection: Methods play a major role in every research. The study used primary and secondary source for data collection.

Primary Source: The primary data are collected through two methods viz; interview and observation. Information was collected through interviews of the beneficiaries and officials of the concerned field in the chosen Districts. The household survey of the sample beneficiaries are conducted through an interview schedule.

Secondary Source: Secondary data was collected from books, journals, periodicals, articles and Past Study records and web-based materials and internet. And other published sources of the State Government, Central Government and International Organization.

The Universe: The study was conducted in four districts of West Bengal. The districts were so selected that they were representative of the state of West Bengal. Another reason for selection of these districts was that the women empowerment activities in these districts were active. From each district two block were randomly selected.

Selection of sampling: The primary data for the study have been collected through a multi stage stratified random sampling method.

Selection of District: In the first stage, in twenty districts namely Burdwan, Hooghly, Birbhum and Bankura have been selected purposively to cover the entire Burdwan Division. There are 23 districts in West Bengal. Burdwan, Hooghly, Bankura and Birbhum is one of the important district of West Bengal. The study conducted in four district of West Bengal has been purposively selected for the present study.

Selection of Blocks: In the second stage, one block from each district has been selected randomly. From each district two blocks were randomly selected. From each district two blocks were randomly selected. Out of four districts, two blocks i.e. row block from each district has been chosen randomly.

Selection of Villages: In the third stage from each block 2 villages have been selected randomly. Two villages from each block i.e. 16 villages in all, were selected. From each village 40 members are selected. Apart from logistical advantages, two criteria have been used to influence choice: 1) Large percentage of poor in the population of the village. (2) Majority of the SC, ST population live in the village.

Selection of Household's: In the fourth stage, the list of households of sixteenth selected villages has been collected and eventually 5 percent of the households of these villages suitable to different size, classes have been selected randomly. In total 640 households have been selected from 16 villages as sample unit of this study.

Sample Size: The total population of the sixteen villages, a sample of 40 women, was randomly selected for the present study. The sample was designed to have a total of 640 respondents. All women respondents were marginalized rural women.

Profile of the respondent

In social science research individual characteristics of respondents have an important role to play in and conveying and giving responses regarding the problem. Observance this in mind, The various personnel characteristics taken into account are in this study namely age, marital status, caste, religion, family status, family size, income, education, occupation etc. in the study. All these are taken as variables that affect women empowerment in rural society.

Age pattern: In this study 175 women were in the age group 18-30 years (27.34%) whereas the largest group was constituted by 275 (42.96%) women in age group of 31-45 years. 152 (23.75%) in age group of 46-60 years and 38 (5.93per cent) respondents were in age group above 61 years. The majority of women were in the mid-age group.

Caste structure: It indicates that the villages in this district keeping the Government norms, the respondents are classified into three categories, namely General, Other Backward Classes, Scheduled Caste and Scheduled Tribe. In respect of District, it could be seen that majority of the respondents in all district belonged to SC category (43.28%) and (19.21%) belonged to ST category, where only 21.40% goes to general category.

Mother Tongue: Mother tongue is the root of any Society. In respect of District, it could be seen from the table 6.5 that majority of the respondent mother tongue is Bengali (84.375%) in the rural areas of Burdwan district followed by (78.75%) in Birbhum district, (70.62%) in Bankura district and (79.37%) in Hooghly district.

Type of family: To know the type of family of the respondents, they are classified into two categories as the study area is mostly dominated by these two categories family, i) Joint ii) Nuclear. Data reveal that minority 172 (26.87%) respondents were either residing in joint or extended families which clearly reflect the strong cohesiveness in the family. However 468 (73.12%) respondents resided in nuclear family.

Family annual income: Income of a person plays an vital role in influencing the economic conditions of an individual which in turn is likely to have bearing on the on the responses about a problem posed to respondent. Family annual income of most of the women or family studied is in under the range of Rs 5,000 is (20.15%) and Rs. 5,001-10,000 398 (62.18%) of the respondents family, 84 (13.12%) of respondents, family annual income was 10, 0001- 15,000 and only 29 (4.53%) respondents of family income was in the range of Rs. 15,001-20,000 per annum.

Educational status: The educational status of the respondents. Out of the total, about 136 (21.25%) of women in the study are illiterate and 276 (43.12%) are educated up to lower primary level. Out of the total respondent investigated under this study 133 (20.78%) are studied to V- X, 57 (8.90%) are studied up to XI- XII and only 38 (5.96%) are graduates.

Occupation: The most of the respondents 118 (18.43%) counted for this study are daily wager probably because of low skill, low education and lower socio-economic background, 309(48.28%) are seasonal worker. Only 91(14.21%) women are part time-worker. About 122(19.06%) women are not working in any field. There are no salaried employees found.

Communication Media:

For this table five Mass Media namely, print media as newspapers and magazine, broadcast media as radio, Audio-visual media as television, Film and multimedia as computer based media such as internet are occupied into consideration. Different features related to each medium are enquired into. They are access to media, frequency of using various media, average time spent on various media etc. The media profile of the respondents has been analyzed as below.

TABLE-1

AVAILABILITY OF COMMUNICATION MEDIA IN THE VILLAGES

AVAILABILITY OF COMMUNICATION MEDIA IN THE VILLAGE

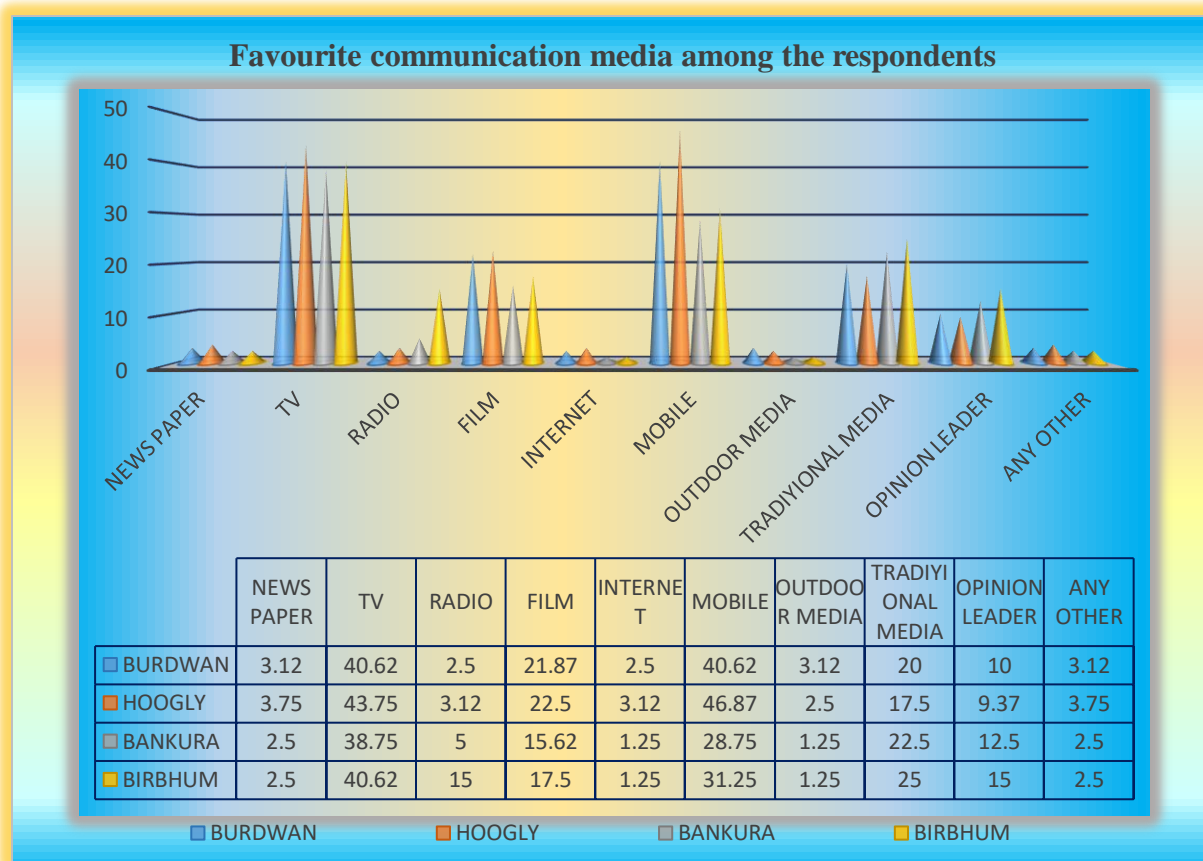|	NEWSP APER	MAGAZ INE	T.V	RADIO	INTERN ET	MOBILE	OUTDO OR MEDIA	TRADIT IONAL MEDIA	OPINIO N LEADE R
BURDWAN	26.25	3.75	83.75	2.5	7.5	76.25	3.13	15.63	42.5
HOOGLY	28.23	3.13	88.75	3.13	6.25	75	3.75	15	40.63
BANKURA	23.75	1.25	77.5	6.25	5	53.75	2.5	17.5	53.75
BIRBHUM	25	1.25	78.25	17.5	5	60	2.5	28.13	51.25

■ BURDWAN   ■ HOOGLY   ■ BANKURA   ■ BIRBHUM
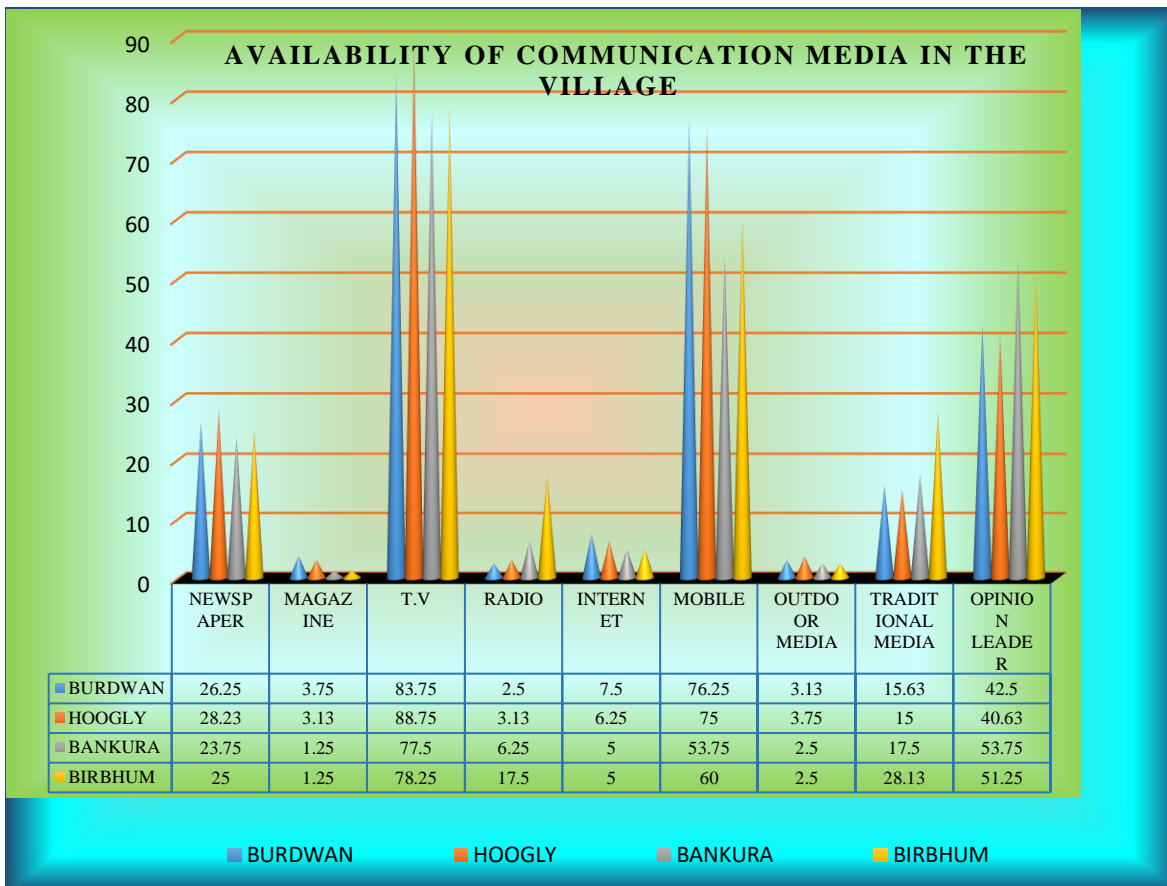
Source: Data collected through Field Survey

Table – 1shows that television plays a major role in communication among the rural women, in an average 82.18% of the respondents said that television has become one of the important part in their daily life. Despite radio being the cheapest medium for the rural communities, only 7.18% of the respondents from these districts access the radio. 25.78% of the respondents have access to the newspapers and only 0.5% houses buy English newspapers and the rest prefer the regional dailies. 5.93% of the respondents who were college students have access to the Internet only in their educational institutions. Only 2.34% of respondents buy magazines. 66.25% of respondents have mobile for their personal use in the rural areas of these districts.
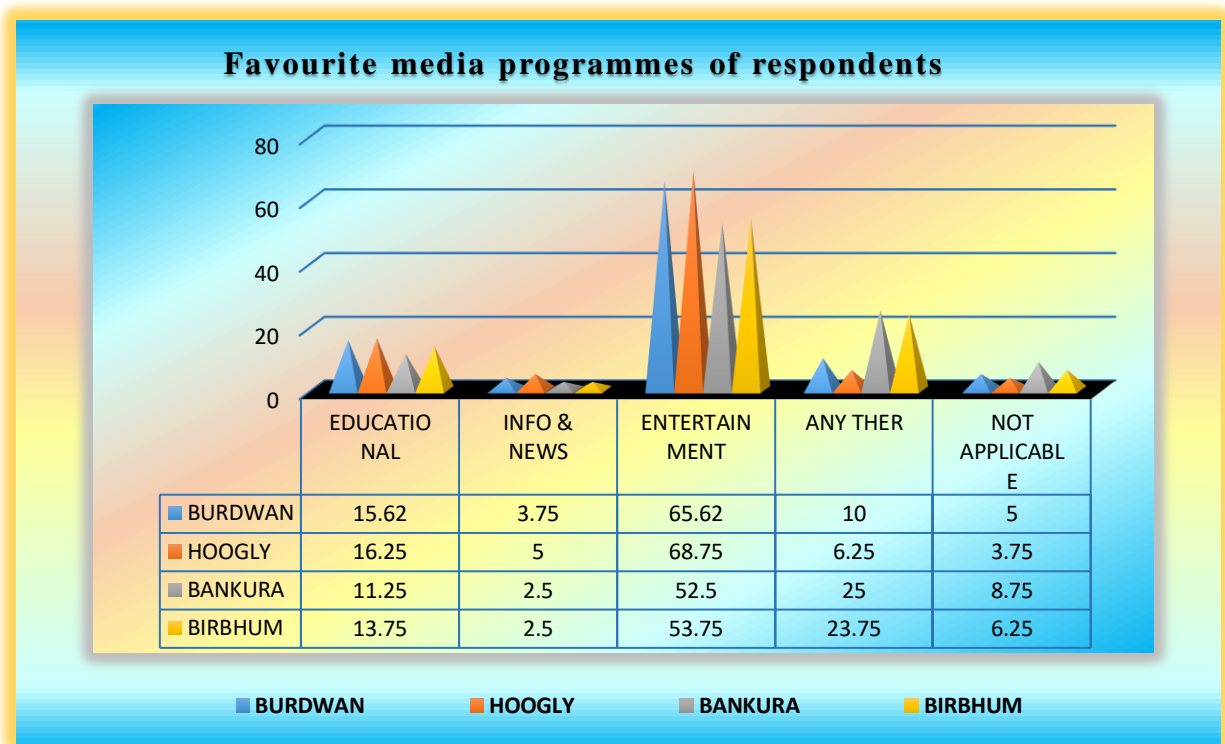
Table&Fig-2

FAVORITE COMMUNICATION MEDIA AMONG THE RESPONDENTS

Favourite communication media among the respondents

	NEWS PAPER	TV	RADIO	FILM	INTERNET	MOBILE	OUTDOOR MEDIA	TRADIYIONAL MEDIA	OPINION LEADER	ANY OTHER
☐ BURDWAN	3.12	40.62	2.5	21.87	2.5	40.62	3.12	20	10	3.12
☐ HOOGLY	3.75	43.75	3.12	22.5	3.12	46.87	2.5	17.5	9.37	3.75
☐ BANKURA	2.5	38.75	5	15.62	1.25	28.75	1.25	22.5	12.5	2.5
☐ BIRBHUM	2.5	40.62	15	17.5	1.25	31.25	1.25	25	15	2.5

☐ BURDWAN   ☐ HOOGLY   ☐ BANKURA   ☐ BIRBHUM

Source: Data collected through Field Survey

The 'Table – 2' indicates about the favorite communication media among respondents. Television is the most favorite communication medium preferred by the maximum percentage of respondents that is 40.93% where Hooghly tops the list with 43.75%. 36.87% respondents like mobile phones as communication medium here also Hooghly tops the list with 46.87% mobile users. 2.96% likes newspapers, 6.40% likes radio where Birbhum tops the list with 15% radio listeners and 11.71% depends on opinion leaders as communication medium in these four districts where shockingly Hooghly district counts the least with only 9.37%.

Table&Fig-3

FAVORITE MEDIA PROGRAMMES OF RESPONDENTS

Favourite media programmes of respondents

	EDUCATIONAL	INFO & NEWS	ENTERTAINMENT	ANY THER	NOT APPLICABLE
■ BURDWAN	15.62	3.75	65.62	10	5
■ HOOGLY	16.25	5	68.75	6.25	3.75
■ BANKURA	11.25	2.5	52.5	25	8.75
■ BIRBHUM	13.75	2.5	53.75	23.75	6.25

■ BURDWAN   ■ HOOGLY   ■ BANKURA   ■ BIRBHUM
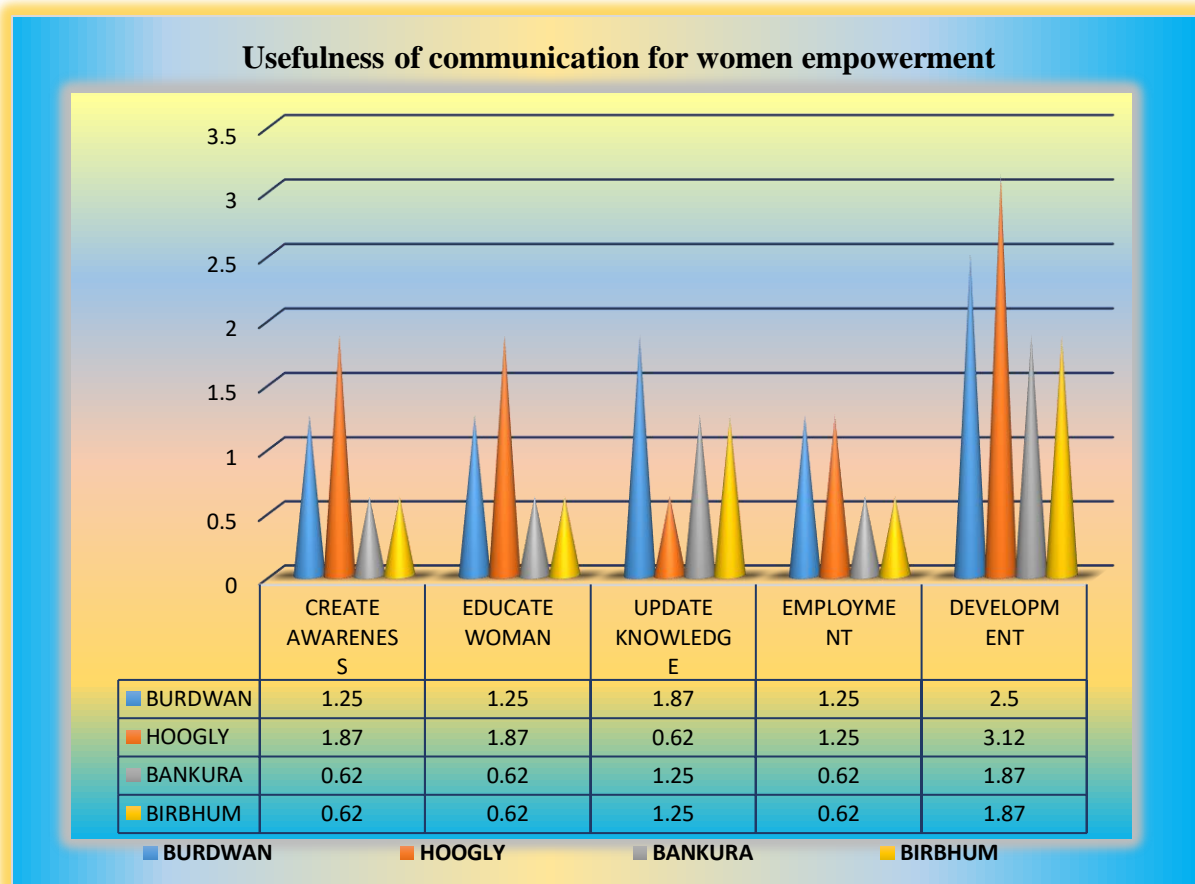
Source: Data collected through Field Survey

The 'Table – 3' indicates favorite media programs of respondents. 15.62% uses media for educational purpose followed by 3.75% for info and news, and the majority 65.62% for entertainment and 10% for other purposes in the rural areas of Burdwan district. 16.25% uses media for educational purpose followed by 5% for info and news, and the majority 68.75% for entertainment and 6.25% for other purposes in the rural areas of Hooghly district. 11.25% uses media for educational purpose followed by 2.5% for info and news, and the majority 52.50% for entertainment and 25% for other purposes in the rural areas of Bankura district. In Birbhum 13.75% uses media for educational purpose followed by 2.50% for info and news, 53.75% for entertainment and 23.75% for other purposes.

Table&Fig-4

USEFULNESS OF COMMUNICATION FOR WOMEN EMPOWERMENT

Usefulness of communication for women empowerment

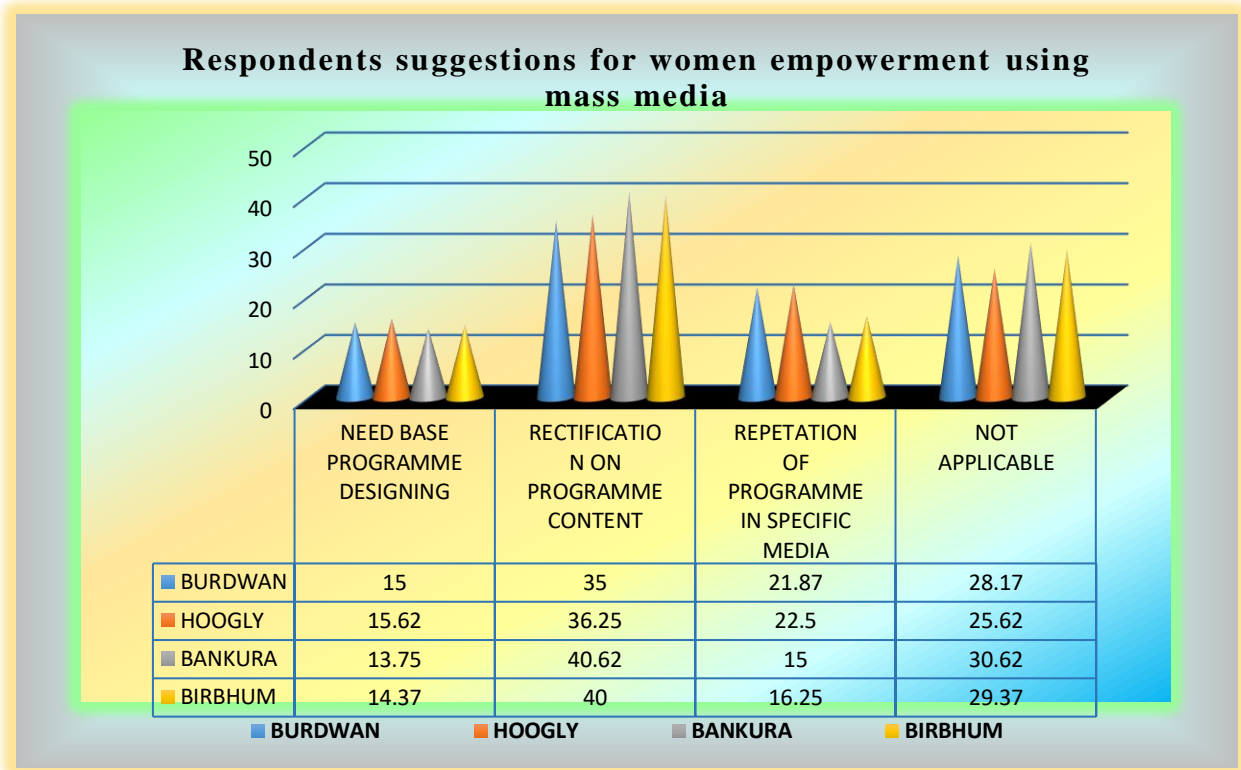|	CREATE AWARENESS	EDUCATE WOMAN	UPDATE KNOWLEDGE	EMPLOYMENT	DEVELOPMENT
BURDWAN	1.25	1.25	1.87	1.25	2.5
HOOGLY	1.87	1.87	0.62	1.25	3.12
BANKURA	0.62	0.62	1.25	0.62	1.87
BIRBHUM	0.62	0.62	1.25	0.62	1.87

■ BURDWAN   ■ HOOGLY   ■ BANKURA   ■ BIRBHUM

Source: Data collected through Field Surve

The 'Table – 4' indicates usefulness of communication for women empowerment. 1.25% uses communication to create awareness followed by 1.25% to educate women, 1.87% to update knowledge among women, 1.25% uses communication as a tool for employment and 2.50% uses communication for development in the rural areas of Burdwan district. 1.87% uses communication to create awareness followed by 1.87% to educate women, 0.62%to update knowledge among women, 1.25% uses communication as a tool for employment 3.13% uses communication for development in the rural areas of Hooghly district. 0.62% uses communication to create awareness followed by 0.62% to educate women, 1.25% to update knowledge among women, 0.62% uses communication as a tool for employment, 1.87% uses communication for development in the rural areas of Bankura district. In the rural areas of Birbhum district, 0.62% uses communication to create awareness followed by 0.62% to educate women, 1.25% to update knowledge among women 0.62% uses communication as a tool for employment, 1.87% uses communication for development.

Table & Fig– 5

RESPONDENT'S SUGGESTIONS FOR WOMEN EMPOWERMENT USING MASS MEDIA

Respondents suggestions for women empowerment using mass media

	NEED BASE PROGRAMME DESIGNING	RECTIFICATION ON PROGRAMME CONTENT	REPETATION OF PROGRAMME IN SPECIFIC MEDIA	NOT APPLICABLE
BURDWAN	15	35	21.87	28.17
HOOGLY	15.62	36.25	22.5	25.62
BANKURA	13.75	40.62	15	30.62
BIRBHUM	14.37	40	16.25	29.37

Source: Data collected through Field Survey

The 'Table – 5'describes that 37.96% of respondents think that content of the programs for women empowerment should be shared in local dialect and culture, rural population is more in the districts of Bankura and Birbhum so the demand more local dialect content i.e., 40.62% and 40% respectively. 18.96% of the respondents from these districts think there should be repeated presentation of the program for women empowerment and 14.68% thinks that there should be more analysis on community and according the programs should be designed. Almost 28.43% of the respondents are of no opinion regarding the question.

Findings and Conclusion

The study has resulted in important findings with regard to the reach, access and uses of the communication media and the effect of media convergence among rural women. As in any research here also the socio- economic characteristics played a significant role.

- From the survey on age-wise distribution of the respondents that is taken from 18-61 age group and is the first section of this thesis' study about findings. In this study 27.34% women were in the age group 18-30 years, whereas the largest group was constituted by 42.96% women in age group of 31-45 years. 23.75% in age group of 46-60 years and 5.93% respondents were of the age group above 61 years.

- From the survey on caste category of the respondent's shows that 21.40% respondents were of General category followed by 43.28% respondents of Schedule cast whereas, the percentage of ST was 19.21% and OBC was 16.09% which was less in comparison to general category respondents.

- From the survey on the respondent's mother tongue shows that Majority of the respondents are Bengali 84.375%. As for other languages known by the respondents, majority (66.25%) of the respondents knew Bengali, (3.59%) knew Hindi, and (10.93%) knew Santali.

- From the survey on type of respondent's family shows that Minority 26.87% respondents is either residing in joint or extended families which clearly reflects the strong cohesiveness in the family. However 73.12% respondents resided in nuclear family.

- From the survey on income-wise distribution of the respondent's family shows that most of the family studied under the range of Rupees 5,000 is (20.15%) and Rupees 5,001-10,000 (62.18%) of the respondents' family, (13.12%) of respondents, family annual income was Rupees10, 0001- 15,000 and only 4.53% respondents of family income was in the range of Rupees 15,001-20,000 per annum.

- From the survey on educational status of the respondents show that out of the total, about 21.25% respondent in the study are illiterate and 43.12% are educated up to lower primary level. Out of the total respondent investigated under this study 20.78% respondent have studied till V- X, 8.90% respondent have studied up to XI- XII and only 5.96% respondents are graduates.

- From the survey on occupation of the respondents shows that Majority (48.28%) respondents are seasonal worker, (18.43%) respondent are daily wage earner along with (14.21%)respondent part-time worker and (19.06%) respondent are not working at all. There are no salaried employees found.

- From the survey on respondent's availability of communication media in the villages shows that 82.18% of the respondents are of the opinion that television has become one of the important parts in their daily life. Only 7.18% respondent of the total access the radio. 25.78% respondent of the total has access to the newspapers; 5.93% of the respondents have access to the Internet. Only 2.34% of respondents buy magazines. 66.25% of respondents have mobile.

- From the survey on the favorite communication media among respondents shows that Television is the most favorite communication medium preferred by the maximum percentage of respondents that is 40.93%. 36.87% respondents like mobile phones as communication medium. 2.96% likes newspapers, 6.40% like's radio and 11.71% depends on opinion leaders as communication medium in the study areas.

- From the survey on favorite media programs of respondent shows that 14.21% uses media for educational purpose followed by 3.43% for information and news, and the majority 60.15% for entertainment and 16.25% for other purposes in the study areas.
- From the survey on the usefulness of communication for women empowerment shows that 1.25% uses communication to create awareness followed by 1.25% to educate women, 1.87% to update knowledge among women, 1.25% uses communication as a tool for employment and 2.50% uses communication for development in the rural areas.
- From the survey on the respondent's suggestions for women empowerment using mass media it is found out that 37.96% of respondents should be repeated presentation.14.68% thinks that there should be more analysis on community and according the programs should be designed.

Due to studies in this new form of medium of communication the social structure has started to change and change in culture is vibrant change from postmodern world to a world of cyber culture where new generations instead of chatting with friends sitting on the lush green grass under the blue sky prefer to sit and chat on the computers and instead of playing their sweats out they tend to play on their computers. The world may be coming close together converging it may be at the tip of our hands which is a good thing but we have to pay the price sooner or later. Media convergence is highly fragmented and difficult to access especially for marginal rural women. This purpose of this paper is to attention of Government and non-government organization NGO's policy makers and researchers to categorize the priority areas for gender discriminations and to find the success factors influencing use of communication media by marginal rural women for empowerment.

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