



Impact of Mass Media on Rural Women: A Study of Shimla District

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Abstract: Media is considered as the fourth estate of democracy. It has become an essential part of our lives and serves in various forms like television, radio, books, magazines, newspapers, mobile phones, internet, etc. These different forms of media help to educate, inform and entertain our society. Mass media has been affecting the social lives of rural women. It plays a vital role in changing the personality of rural women as it influences their thinking and understanding level, thus, widening their mental horizons. The primary role of mass media is to inform and educate rural women. It also recognises the problems of rural women which they confront in their daily life. The present paper has made an effort to know the impact of mass media on rural women. In this paper, an attempt has been made to know the level of media exposure of rural women of Jubbal-Kotkhai Block of Shimla district and to understand how mass media is bringing the changes in their socio-cultural life.

Keywords: Mass Media, Rural Women, Media Exposure, Women Empowerment

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Introduction

Media and society are closely related to each other. The extensive impact of media on society can easily be seen these days. Media reflects our society, how it works and what it constitutes. With the advancement in technological area, our society has also observed the expansion in the thoughts and ideas of people. Our society has accepted every single invention starting from the printing press to the latest smart phones. Earlier people used to communicate with the help of sketches and prints but as time passed the medium of communication became more advanced (Pandey and Singh 2017). Role of media in every field of life is vital now days. It has a significant role to promote awareness among people about every field of life.

Media is considered as the fourth estate of democracy. It has become an integral part of our lives and serves us through different forms like television, radio, books, magazines, newspapers, internet, etc. (Gupta 2018).

Today people are just a click away from any and every information that is available on the internet. There are various forms of media that help to inform, educate and entertain our society. Media can be in print form that is through newspapers, books, magazines, etc. It also includes an electronic form for spreading information which is one of the most commonly used medium of mass communication. With the help of radio and television, listeners and viewers not only get updated about the events but also get an understanding of current happenings. Radio, being an audio medium, helps in disseminating information to every nook and corner of our country. On the other hand, television is the second most used medium in terms of its reach. Initially, television was introduced in our country for education purpose. But later, as time passed, the objective of educating people turned into imparting information and entertaining the masses. Today television has become an important part of our daily life. It covers a vast section of programs like daily soaps, news, movies, reality shows, sports, weather forecast, religious programs, music, etc. (Pandey and Singh 2017). Media is a channel to express the opinion of others. Women mostly spend leisure time by watching television, listening to programs of their interest on radio and reading newspaper to get information or reading journals or books to pass away their time. Media is a good source of informal education. Media writers can help people by generating awareness about their problems, finding out reasons behind their problems and giving suggestions to find out solutions to their problems. Women empowerment is a solution to most of the problems of women and their families. It can be the best source to promote education and power to think independently by promoting awareness about their rights and roles in society. Media can play a major role to make people aware about the techniques to empower women and take their contribution in social development of the society (Akhter and Naheed 2014).

“India lives in its villages”, this famous statement given by the Father of the Nation, Mahatma Gandhi, still stands true. Villages form a major and important part of our country and they represent the actual India. In India, about 69 per cent of our population lives in the rural areas and the rest in urban areas (Census of India 2011). Mass media has become the most important tool of the society to spread awareness and knowledge about different fields. To discuss women empowerment it is necessary to deal with the present situation of women in rural areas. Mass media can accelerate the process of women empowerment by making people aware about different social issues. We cannot ignore the role of women in nation’s development

as women play an important role in the development of the society and the nation (Narayana and Ahamad 2016).

The world is going through an information explosion. This is the era of information, where all kinds of news, information and knowledge take a short time to reach the rural areas of the countries. Mass media not only transforms the life style of people but also changes the psychology in rural areas and empowers them in numerous ways. With the enhancement of communication technology, information can spread in a millisecond in each and every area of the world. This mass media diffusion is influencing the socio-cultural life of rural women. Social changes can be seen in rural women due to their access to mass media. The initial role of mass media can be seen in the reform of social, economic and political conditions of women. Mass media is the vehicle that carries messages to huge audiences but not all types of media are available in rural areas. Radio, television, newspaper, and mobile phones are the main media which are available in rural areas. These main media are not only a mirror of the society but also a tool of social change for rural women. The primary role of mass media is to inform, aware and educate rural women. Mass media also recognises the problems which rural women are confronting in their daily life. Rao *et al.* (2003) had argued that communication in rural areas in a country like India is necessary and a vital process in achieving the set national goals. This becomes obvious when we consider the fact that nearly 75 per cent of country's population lives in more than seven lakh villages. In this context, it becomes imperative to use the print and broadcast media effectively not only to communicate messages of relevance and importance but also to motivate rural woman to participate in the process of development. In a developing country like India, access to communication and technology paves way for modernisation and social change. Although, the country has made great strides in many fields since it attained independence, the literacy rate is still significantly low. This makes the reach of the print media among the population a difficult proposition, particularly among the rural masses. However, studies have found that, 40 per cent of farm women either read newspaper or have them read by someone else.

Mass media plays an essential role in changing the social and cultural behaviour of rural women. These changes can be seen in their dresses, food habits, speaking, debating and life style. It also empowers them by informing them about essential issues and development activities. But before employing mass media for disseminating progressive messages, it is obligatory to know the level of media exposure the rural women have. Thus, the present paper has analysed the accessibility of various means of mass media among rural women. Further, an effort was also

made to understand the impact of mass media on socio-cultural life of rural women and their empowerment.

Research Methodology

The study was carried out in the panchayats of Jubbal-Kotkhai Block in Shimla District. In Jubbal-Kotkhai Block, there are 48 panchayats. The universe of the present study included all the married rural women from the Jubbal-Kotkhai Block of Shimla District. The sample for the present study was drawn from the married rural women of five panchayats namely Prem Nagar, Bakhhol, Mahasu, Mandhol and Prali of Jubbal-Kotkhai Block, selected randomly. The total number of married women in these selected five panchayats as per the official records was 2492. Considering the large number of women and also due to time constraint, five per cent of married rural women were selected randomly from each of the five selected panchayats for the purpose of this study. Thus, the final sample includes 123 respondents that are 17 out of 355 women from Prem Nagar panchayat, 22 out of 440 women from Bakhhol panchayat, 22 out of 525 women from Mahasu panchayat, 26 out of 521 women from Mandhol panchayat and 32 out of 651 from Prali panchayat. Structured interview with the help of interview schedule was carried out with the respondents to realise the objectives of the study. SPSS software system was used to analyse the raw data.

Findings

The findings of this study revealed that the accessibility of mass media among rural women was very good and effective. Both electronic and print media were used by the respondents in their daily life. As already mentioned mass media plays an important role in changing the behaviour of rural women, bringing about significant socio-cultural changes, and also empowering them in a variety of ways. The accessibility of mass media among rural women and its impact on their socio-cultural life is discussed as under:

Accessibility of Mass Media among Rural Women

Chakraborty (2014) had conducted a study to know the level of the media exposure of rural women in the Karimganj district of Assam. The finding of the study revealed that the accessibility and reach of mass media was quite limited to the rural masses due to poverty, low literacy levels, language barriers, etc. It was found that income

and education played a significant role in the utilisation patterns of newspaper. Majority of respondents (66 per cent) were not exposed to the print media. They did not feel the need to use the newspaper, as they were illiterate. Even if they were exposed, it was through the literates. Though television is considered to be the most effective media but this factor is totally different when it comes to analysing the level of exposure to rural people. Survey results found that most of the villages were not using television as 55.5 per cent respondents were out of television exposure due to the lack of electrification of their houses. The exposure to mass media plays a vital role in bringing about social transformation in the socio-economic life of rural women. Both electronic and print media were used by respondents in their daily life. In this study, an effort was made to understand the various means of mass media available to rural women and their accessibility and reach among them. Further, the study tried to know the amount of time rural women devoted to mass media and their level of exposure to it. The following table shows the accessibility of mass media among rural women.

Table 1: Accessibility of Mass Media among Rural Women

<i>Indicators</i>		<i>Percentage</i>
Accessibility of newspaper		58.5
Which newspaper do you read?	Amar Ujala	46.3
	Danik Jagran	8.9
	Divya Himachal	3.3
What type of news attracts you more?	Political	9.8
	Social	28.5
	Developmental	3.1
	Entertainment	17.1
Accessibility of television		100.0
Which programmes do you watch frequently?	Serials	64.2
	Films	3.3
	Reality Shows	15.4
	News	9.8
	Sports	7.3
How often do you watch Television programmes?	Sometimes	38.2
	Regularly	61.8
How much time do you spend daily for television viewing?	Up to one hour	61.0

<i>Indicators</i>		<i>Percentage</i>
	One to two hours	27.6
	More than two hours	11.4
Use of mobile phone		98.4
Which type of mobile phone?	Smart Phone	81.3
	Simple Phone	17.1
Use of internet on mobile phone		63.4
Use of social networking sites		61.0
Do you use computer?	Yes	13.8
	No	86.2
Do you have internet connection on computer?	Yes	13.0
	No	0.8
What is the purpose of using internet on computer?	To gain new information	7.3
	For social networking sites	2.4
	For children's home work	3.3

The above study revealed that most of the respondents (58.5 per cent) read newspaper daily and Amar Ujala was the most popular newspaper among them. The study also revealed that most of the women spend their time reading newspaper to gain social news (28.5 per cent). Further, it was found that all of the respondents denied the reading of magazine for gaining information. Some of the respondents responded that they had radio set in their houses but they gained important information from television or internet only. They argued that they didn't have enough time to listen to radio due to household works. Further, it was found that all respondents watched television daily and majority of them (64.2 per cent) were interested in serials followed by reality shows (15.4 per cent). It was also observed that majority of the respondents (61.8 per cent) were regular viewers of television programmes and most of them liked to watch television every day up to one hour. Except a few, all of the respondents (98.4 per cent) used mobile phone and large number of them i.e. 81.3 per cent preferred to use smart phones. Majority of the respondents (63.4 per cent) used internet on their mobile phones. It was also observed that a majority of respondents (61 per cent) had accounts on social networking sites (Facebook, Whatsapp, Instagram, Twitter, etc.) and they used social networking sites daily.

The present study revealed that an overwhelming number of respondents (86.2 per cent) did not use computer. Many of them did not have knowledge of using computers and some of them found computer expensive to afford too. Those who were computer users (13.8 per cent) also had internet connection and they used computers for the purpose of gaining new information, children's homework and surfing social networking sites.

Impact of Mass Media on Socio-Cultural Life of Rural Women

The impact of mass media on socio-cultural life of rural women was studied through various indicators like impact of mass media on their life style, dressing style, language, food habits, etc.

Impact of Mass Media on Rural Women's Life Style

Mehrotra and Aujla (1991) found that television viewing affected the normal life style of women in terms of need for rescheduling of activities to enable them to view their favourite programmes. In the present study, it was observed that majority of the respondents' (64.2 per cent) views changed regarding educational, knowledge and cultural aspects followed by 27.6 per cent of respondents who mentioned improvement in their way of communication and language (Table 2). Bhatt and Singh (2017) had also found that television was considered to be a major source of information, education, entertainment and knowledge for women. Thus, it can be said that mass media is influencing the rural women's life style in different ways.

Table 2: Impact of Mass Media on the Life Style of Rural Women

<i>Influence</i>	<i>Number of Respondents</i>	<i>Percentage</i>
Education, knowledge and culture	79	64.2
Way of communication and language	34	27.6
Use of cosmetics, clothes, etc.	6	4.9
Degradation of culture, traditional social values	4	3.3
Total	123	100.0

Impact of Mass Media on Rural Women's Dressing Style

Dress reflects the cultural mode of the people. Fashion has always been involved in women's lives since time immemorial and they always keep looking for new

fashion trends. Mass media provides each and every necessary update regarding latest dressing styles. The following table summarises the response of respondents on the question of impact of mass media on their dressing style.

Table 3: Impact of Mass Media on Dressing Style of Rural Women

<i>Indicators</i>	<i>Response</i>	<i>Number of Respondents</i>	<i>Percentage</i>
Impact on dressing style	Yes	107	87.0
	No	16	13.0
Mediums of mass media impacting women's dressing style			
	Television	62	50.4
	Internet/Social networking sites	45	36.6
	Non-applicable	16	13.0
Opinion on wearing western dresses			
	Yes	63	51.2
	No	60	48.8
Opinion on wearing Indian dresses	Yes	123	100.0
Information about fashion trends			
	Yes	101	82.1
	No	22	17.9

The present study revealed that an overwhelming majority of rural women respondents (87 per cent) reported mass media as an important factor that was bringing changes in their dressing style. Kumari (2011) had also found in her study that many respondents (30 per cent) reported change in their dresses due to the impact of television. Half of the respondents i.e. 50.4 per cent responded that television played a major role in receiving information about new dressing style, since it consists of both audio and visual effects. Further, it was observed that almost half of the respondents i.e. 51.2 per cent preferred to wear western dresses occasionally. They argued that they normally wore tradition dresses in their village but they also occasionally liked to wear western dresses outside their villages or otherwise. Thus, it highlights the fact that mass media is gradually changing the rural women's dressing preferences and they are getting attracted towards western dresses. In the present study, the overwhelming majority of respondents (82.1 per

cent) mentioned mass media as the main source of information for new designs and fashion trends and some of them argued that they did copy their fashion designs from television characters. Thus, it was clear that television had a great impact on rural women as many of them were imitating the fashion trends popularised by television characters.

Impact of Mass Media on Food Habits

Media is one of the important factors that influence food habits of people. Kumari (2011) had observed in her study that many respondents (23 per cent) reported change in their food habits due to the impact of television. The present study revealed that majority of the respondents (59.3 per cent) mentioned mass media as bringing changes in their food habits. Most of them i.e., 35 per cent reported adopting different and new food recipes followed by 15.4 per cent of them who mentioned learning new food serving practices due to the impact of mass media (See Table 4).

Table 4: Impact of Mass Media on Food Habits

<i>Indicators</i>	<i>Response</i>	<i>Number of Respondents</i>	<i>Percentage</i>
Impact on food habits	Yes	73	59.3
	No	50	40.7
Changes Seen in Food Habits	Adopting new food recipes	43	35.0
	Learning new food serving practices	19	15.4
	Adopting new food habits	11	8.9
	Non- applicable	50	40.7

Impact of Mass Media on Language of Women

Language is a means of communication among people. Mass media is greatly influencing the traditional languages of people as Hindi and English words are slowly replacing the words of traditional native languages. Bhandari (2017) found

that television has established itself as the most powerful medium of communication both among educated and uneducated women. It has been observed, as shown in Table 5, that the overwhelming majority of the respondents (82.1 per cent) agreed that mass media was bringing changes in their language as they were now also using Hindi language in their daily life along with other local languages.

Table 5: Impact of Mass Media on Women's Language

<i>Response</i>	<i>Number of Respondents</i>	<i>Percentage</i>
Yes	101	82.1
No	22	17.9
Total	123	100.0

Impact of Mass Media on Religious Rituals and Ceremonies

An effort was made to know the impact of mass media on religious rituals and ceremonies. It was found that majority of the respondents (67.5 per cent) recognised mass media as having big impact on their religious rituals and ceremonies. Most of the respondents (39.8 per cent) mentioned adopting new religious activities followed by 27.6 per cent of respondents who reported celebration of other religious ceremonies like Baisakhi, Christmas day, etc. as the changes seen in religious matters. Still there were a significant number of respondents (32.5 per cent) who argued that they were celebrating their rituals and ceremonies in old ways which were followed by their ancestors (Table 6).

Table 6: Impact of Mass Media on Religious Rituals and Ceremonies

<i>Indicators</i>	<i>Response</i>	<i>Number of Respondents</i>	<i>Percentage</i>
Impact on religious rituals	Yes	83	67.5
	No	40	32.5
Changes taking place in religious matters	Celebrating other religious ceremonies	34	27.6
	Adopting new ways of performing religious activity	49	39.8
	Non-applicable	40	32.5

Changes in the Institution of Marriage

It has been found, as shown in Table 7, that an overwhelming majority (89.4 per cent) replied that mass media had a deep impact on changing marriage patterns. Most of the respondents i.e. 39.8 percent reported that there is a great change in solemnising marriages these days. They argued that they invest large amount of money on making marriage arrangements. Some of the respondents (17.9 per cent) mentioned increase in cases of love marriages followed by 14.6 per cent of respondents who reported changes in food cuisines.

Table 7: Impact of Mass Media on the Institution of Marriage

<i>Indicators</i>	<i>Response</i>	<i>Number of Respondents</i>	<i>Percentage</i>
Is mass media influencing the institution of marriage?	Yes	110	89.4
	No	13	10.6
Kind of changes seen in marriage patterns	Change in marriage arrangements	49	39.8
	Change in food cuisine	18	14.6
	People are spending huge amount of money on marriages	4	3.3
	Mass media has replaced the old dressing pattern of bride and groom	17	13.8
	Increasing rate of love marriage	22	17.9
	Non-applicable	13	10.6

Women Empowerment through Mass Media

Jingala and Nandal (2019) have found that rural women constitute a major part of the Indian population. Upliftment of the rural women is very important for the social, political and economic growth of the country. They must be provided with equal rights, opportunities, responsibilities and power so that they can perform different roles at par with men. In India, rural women face a lot many problems in

male dominated society. Nonetheless these rural women are making their marks in the field of education, sports, etc., through different means but a lot of things are yet to be achieved in the emancipation of rural women. There is a great need to work at the grass root level and empower the women in rural areas. Therefore, a study on the representation of rural women in print media is required in the present-day scenario, to see how much the fourth estate of democracy is working for the empowerment of rural women in India. Today, rural women are facing issues like gender inequality, domestic violence, molestation, health issues, etc. Mass media is helping to highlight these issues so that rural women would become aware about these. Media is working towards empowering rural women to avail the benefits of socio-economic opportunities (Bala 2017). Empowerment of respondents through mass media has been examined by looking at how mass media helps women to deal with issues like superstitions and taboos associated with menstruation, human rights violations, girl child education, household decision making, dowry system, awareness about women development schemes, political participation, etc. The following table shows the empowerment level of rural women through mass media.

Table 8: Empowerment of Women through Mass Media

<i>Indicators</i>	<i>Percentage</i>
Impact of mass media in fighting superstitions	95.1
Impact of mass media on fighting against human right violations	96.7
Impact of mass media on preferring small family	94.3
Impact of mass media on fighting against drugs and liquor addiction	91.9
Impact of mass media on spreading awareness about girl child education	97.6
Impact of mass media on creating awareness about dowry	100.0
Impact of mass media on promoting the remarriage of divorced/widowed wome	59.3
Impact of mass media on gaining self-employment	87.0
Impact of mass media on development of professional skills	85.4
Impact of mass media on raising awareness about development schemes	89.4
Impact of mass media on political participation of women	66.7
Impact of mass media on raising awareness about women's political reservation	95.9

In the present study, it was found that an overwhelming majority of the respondents (95.1 per cent) argued that mass media influenced them to think rationally and believe on facts rather than superstitions. An overwhelming majority of respondents (97.6 per cent) recognised mass media's role in generating awareness about the importance of girl child education. They asserted that importance of girl child education was increasingly being recognised in rural areas. The study

also revealed that the cent- percent of the respondents of the study area did not support the dowry system as dowry was a burden for a girl's parents. Majority of the respondents (59.3 per cent) recognised mass media as an important influence for promoting the remarriage of divorced/widowed women. But still there were a sizeable number of respondents (40.7 per cent) who had negative view on remarriage of divorced/widowed women. Thus, the present study presents a mixed picture on the response towards the remarriage of divorced/widowed women. Further, it was found that an overwhelming majority of the respondents (87 per cent) mentioned mass media as helping them to gain self-employment opportunities. They argued that mass media provided them new designs of handicrafts like woollen caps, socks, mufflers, etc. In addition, the significant majority of the respondents (89.4 per cent) recognised mass media as an important medium of information that spread awareness about the various government schemes which were implemented for women's overall development. Majority of the respondents (66.7 per cent) argued that mass media made them aware about their political rights so that they could be actively involved in political activities and take independent political decisions like freely choosing their political party and freely participating in politics. Women's participation in panchayats of Himachal Pradesh was more than 58 per cent that also indicates the active participation of women in politics.

Attitude towards Taboos regarding Menstruation

A menstrual taboo is any social taboo associated with menstruation. In many societies, menstruation is being perceived as an unclean or embarrassing condition. The menstrual cycle is a natural process but still many women have to follow restrictions during menstrual cycles. In the present study, an effort was made to understand the impact of mass media on rural women's attitude regarding taboos associated with menstruation. It was observed, as shown in Table 9, that an overwhelming majority of the respondents (87 per cent) recognised mass media as having an impact on changing their attitude towards the taboos associated with menstruation. They argued that they did not consider menstruation as unclean and an embarrassment and that they were freely going outside their houses during the menstrual times. Majority of the respondents (59.3 per cent) considered menstruation as a natural process. The study revealed that most of the respondents (32.5 per cent) argued that mass media created awareness about different types of diseases associated with menstruation. There were a sizeable number of respondents i.e., (29.3 per cent) who mentioned that mass media provided them the right information about hygiene

during menstruation followed by some respondents who reported awareness about the use of sanitary napkins through advertisements (Table 9).

Table 9: Attitude towards Taboos regarding Menstruation

<i>Indicators</i>	<i>Response</i>	<i>Number of Respondents</i>	<i>Percentage</i>
Changing attitude towards menstruation	Yes	107	87.0
	No	16	13.0
Changes seen in rural women's attitude towards menstruation	Awareness among men and women about menstruation	73	59.3
	Awareness about the use of sanitary napkins	34	27.6
	Non-applicable	16	13.0
Impact of mass media on sensitising of women regarding menstruation	Providing information about hygiene	36	29.3
	Aware about sanitary napkins through advertisement	31	25.2
	Aware about different types of diseases regarding menstruation	40	32.5
	Non-applicable	16	13.0

In the present study an effort was also made to know what kinds of problems women faced during menstruation in their family and village. The study revealed that majority of the respondents (74.8 per cent) reported not being allowed to enter the kitchen as well as being barred from cooking during menstruation as people thought kitchen as a place of God and menstruation as the curse of God. There were also a large number of women (66.4 per cent) who mentioned the use of separate beds as they were not allowed to share their bed with others and they had to make their bed on the floor during menstruation days. There were also many respondents (42.1 per cent) who argued that they did not take part in religious activities and ceremonies during menstruation. Thus, the finding revealed that the rural women were still facing many kinds of taboos during menstruation in their families and villages (Table 10).

Table 10: Problems Rural Women Face in their Family/Village during Menstruation

<i>Problems</i>	<i>Number of Respondents</i>	<i>Percentage</i>
Not allowed in kitchen	80	74.8
Use of separate bed from others	71	66.4
Not allowed to participate in religious ceremonies	45	42.1

Note: The number of responses shown in the table is more than one twenty three as these were multiple choice questions and one respondent gave more than one response

Women's Decision-Making within Family

It has been observed, as illustrated in Table 11, that an overwhelming majority of the respondents (93.5 per cent) considered mass media as an important factor behind increased women's participation in decision making within their families. Majority of the respondents (53.7 per cent) mentioned decision making regarding children's education and career followed by issues of family planning (15.4 per cent) and health issues (12.2 per cent). Jensen and Oster (2009) also wrote in their paper that the introduction of cable television improved the status of women. They observed that cable was associated with increase in school enrolment, perhaps itself an indicator of increased women's status and decision-making authority within the household.

Table 11: Impact of Mass Media on Women's Decision Making within Family

<i>Indicators</i>	<i>Response</i>	<i>Number of Respondents</i>	<i>Percentage</i>
Did media increase your decision making power in the family?	Yes	115	93.5
	No	8	6.5
Kinds of decisions made by rural women within family	Related children education/career	66	53.7
	Related to health decisions	15	12.2
	Related to occupation	9	7.3
	Related to family planning	19	15.4
	Related to savings	6	4.9
	Non-applicable	8	6.5

Ownership over Property Rights

The present study revealed that majority of the respondents (65.9 per cent) didn't think that mass media was responsible for changing ownership over property rights.

Although there were some of the respondents (34.1 per cent) who asserted that mass media was changing ownership over property rights (Table 12).

Table 12: Impact of Mass media on Changing Ownership over Property Rights

<i>Response</i>	<i>Number of Respondents</i>	<i>Percentage</i>
Yes	42	34.1
No	81	65.9
Total	123	100.0

Conclusion

On the basis of the above observations, it could be said that the accessibility of mass media among rural women was very good and effective. The exposure to mass media played a vital role in bringing social transformation in socio-economic and cultural life of rural women. Television, newspaper, mobile phone, computer and internet were the possible media available for rural women in the study area. It was revealed that there was a little usage of radio and magazines among rural respondents. These findings further revealed that new technologies, such as computer, mobile and Internet were reaching the rural areas but old mediums of communication such as television, as well as newspaper were having comparatively better reach among rural women. Mass media played an important role in changing the behaviour of rural women. There have been significant socio-cultural changes in the life of rural women through mass media. These changes can be seen in their dresses, food habits, speaking, debating and life style. Mass media has also helped in developing logical thinking among rural women. Mass media had empowered them in a variety of ways. Despite the restricted reach and accessibility especially in rural and far flung areas, mass media affected the lives of rural women positively by informing them about the new developments, by entertaining them and influencing their attitude, opinion and actions on a variety of subjects and action. Finally, it can be concluded that the impact of mass media on rural women is very positive. Mass media is bringing significant changes in rural women's life. Mass media not only changed rural women's life but also empowered them and made them gain equal status to men in their families as well as society.

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