



Access and Control of Mass Media by Adolescent Girls and Their Parents in Haryana State (Hisar and Bhiwani Districts)

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ABSTRACT

Since it disseminates information from public authorities to the broader public, the media is crucial. People can communicate with each other through publications, television, the internet, public servants, community workers, and many more channels. Women's growth and the media go hand in hand. In India, women's standing has evolved significantly throughout time. In practically every area of our culture, women are establishing themselves. Through gender equality and gender sensitization, they are gaining the same rights as men. The present study was done for to find out the access and control of mass media by adolescents and their parents in Haryana state. Major findings of the study are that the majority of respondents preferred and control over the media like newspapers, magazines, books, T.V., mobiles etc. Majority of respondents had access to television with cable connection, internet and mobiles as an electronic media and newspaper and books as a print media. Among communication sources, the most preferred source for obtaining information for adolescent girls and their parents were newspapers and television with cable connection. Parents had more control on media than adolescent girls. Mothers had full control on T.V. with cable connection, mobile (100%) followed by internet facility (84%), and computer/ laptop (44%). It could be concluded from the findings that male members of family could utilize the facilities whenever they want to use it.

Key words: Media, Development, Control, Adolescent, T.V., Newspaper

1. Introduction

The term "women's development and advancement" describes the involvement of women in practically every field, including politics, education, science, and the media. Through their bravery, perseverance, and diligence, women have walked every step of the way. Women are now on par with men and have achieved nearly every milestone in life. Despite the abuse and exploitation that women endure, they remain hopeful. The women continue to go forward, using every step as a stepping stone. One of the communication channels that are bringing attention to the crimes committed against women in our society is the media. With the impact of media many women are getting inspired and a hope has been raised among them that even they can live their lives on their own ways. Today women need not be dependent on anyone. (Singh, 2018)

People can communicate with each other through publications, television, the internet, public servants, community workers, and many more channels. Women's growth and the media go hand in hand. In India, women's standing has evolved significantly throughout time. In practically every area

of our culture, women are establishing themselves. Gender equality and gender sensitization are granting women the same rights as men. Since it disseminates information from public authorities to the broader public, the media is crucial. Along with conventions pertaining to women, there are a number of legal measures promoting women's empowerment. Like a coin with two sides, women's good participation in all fields is accompanied by certain negative aspects. Since innumerable times women have been considered lower than males. Right from their birth they are being taught about their role in society as caretakers of the house and family. **(Tripathi, 2014)**

Those women who go out to work are being treated as objects and they are paid lesser than males. So there is wage discrimination between men and women. We as responsible citizens of our country need to raise a voice against this. As all individuals are equal, women should also have equal share in all aspects be it financially, politically, or any other area with equal rights. Media play an important role in removing the veil from the position of women in our country. Media give only a limited coverage to role of women and crimes happening against them. Media does not usually present the women empowerment unless a major crime or incident happens involving women. The actual reality is almost subdued and the truth is presented in a very different manner which is far away from the actual happening. **(Choudhury, M. 2007.)**

Adolescence is a period of life with specific health and development needs and rights. It is also a time to develop knowledge and skills, learn to manage emotions and relationships, and acquire attributes and abilities that will be important for enjoying the adolescent years and assuming adult roles. Important neuronal developments also take place during the adolescent years. Adolescence refers to the period of human growth that occurs between childhood and adulthood. Adolescence begins at around age 10 and ends around age 21. Adolescence can be broken into three stages: early adolescence, middle adolescence, and late adolescence. Each stage has its own characteristics. Mass Media is a source that the majority of the general public uses to get their news and information from. This means technology that is intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public. The most common platforms for mass media are news papers, magazines, radio, television and the internet. Adolescents and parents both have a role in the access and control of mass media, with parents often regulating content and time, using built-in and third-party parental controls, and establishing tech-free zones. Adolescents access and control their media through independent device use, which parents aim to manage by setting boundaries and fostering media literacy. Parental actions can influence

their children's media habits, with effective strategies including open communication, setting rules, and modeling healthy media use themselves. **(Puri and Sudhir, 2017)**

Archana and Joshi, Himani (2015), in their paper “gender stereotyped portrayal of women in the media::perception and impact on adolescent” studied about how media can play an important role in bringing social uniformity and equality and its effect on future generations.

Patowary, Himashree (2014), in their paper “portrayal of women in Indian mass media: an investigation” discussed about the women’s participation, performance and portrayal as important areas of study in modern times.

Choudhury, (2011), in their paper “media in development communication” studied about how media plays an important role in communication of knowledge to all people and provide a platform for people to express their views.

2. Material and Methodology

Present study was conducted in Haryana state, purposively. Two districts, Hisar and Bhiwani were selected randomly from Haryana state. One block was selected randomly from each selected district comprising of total 2 blocks for the study. A list of villages in both the districts outside the municipal limits having senior secondary schools and a list of senior secondary schools situated in Hisar and Bhiwani city was prepared. From the prepared lists, two villages with senior secondary schools from each block and 2 senior secondary schools from Hisar and Bhiwani cities were selected randomly. Hence, 8 senior secondary schools (i.e. 4 from selected villages and 4 from Hisar & Bhiwani city) were taken. Total 200 adolescent girls from class XI & XII both (25 from each selected school) and their parents were selected. Thus, a sample of 200 adolescent girls and 200 parents (200 mothers & 200 fathers) were selected for the study making a total sample of 600 respondents. Two separate well structured pre-tested interview schedules were developed for each category of respondents. A set of 27 independent variables and 2 dependent variables were used in study. The collected data was quantified and interpreted by using suitable statistical tools.

3. Results and Discussion

3.1 Access and control of mass media by adolescent girls and their parents in Hisar

Data presented in Table-1 reveals access and control of mass media for adolescent girls and their parents in rural and urban area of Hisar district. Access and control of mass media was recorded on two aspects, one was print media and second was electronic media. Print media included newspaper/magazines, books, leaflets, pamphlets and handouts etc. Electronic media included T.V. mobile phones, internet, computer/laptops, radio etc.

In urban area data showed that all the selected adolescent girls accessed newspaper, Books, magazines and majority (84%) of them had access to leaflets/ pamphlets/handouts but 46 percent of adolescent girls had controlled on newspapers and books (46%) and 38 percent had controlled on leaflets/pamphlets and 36 percent had control on magazines.

All adolescent girls (100%) had access to electronic media like T.V. mobile, internet, computer/ laptops, etc. But they had cent percent control on T.V. with cable and computer/laptop (84%). Majority had control on internet facility (74%) and 64 percent had control on mobile.

Results regarding parents, access and control of mass media showed that in urban area, all fathers had access to newspaper, magazines and books (100%) and they had full control only on newspaper (100%) followed by leaflets/pamphlets (42%), magazines (34%) and books (18%) respectively.

Regarding electronic media, fathers had access to T.V. with cable (100%), Radio(100%) and mobile phone (100%) and majority had access to internet facility (88%) computer/ laptop (75%) fathers of adolescent girls had full control on T.V. with cable connection, mobile (100%) followed by internet facility (96%), and computer/ laptop (44%).

Data regarding mothers of adolescent girls showing access and control of mass media in urban area revealed that all the selected mother respondents had access to newspaper, magazines and books but they had read only newspaper (66%) followed by leaflets/pamphlets (40%), magazines (34%) and books (14%) respectively.

Regarding electronic media, mothers had access to T.V. with cable connection, Radio and mobile phone and majority had also access to internet facility (88%) computer/ laptop (74%). Mothers had full control on T.V. with cable connection, mobile (100%) followed by internet facility (84%), and computer/ laptop (44%). It could be concluded from the findings that male members of family could utilize the facilities whenever they want to use it.

Data portrayed in table 1 depicted that respondents of rural area also access and control over the mass media and data showed that 100 percent of adolescent girls respondents had access to newspaper and magazines and 34 percent of adolescent girls had control over newspaper (94%) followed by magazines (24%). Father and mother respondents also access to newspaper and magazines (100%). Majority of fathers had control on newspaper (94%). Majority of fathers had no control on magazines. Mothers had access (100%) to newspapers and magazines but only 46 percent had control on newspapers followed by magazines (6%) respectively. Majority of mothers (84%) in rural area had no control on magazines followed by newspapers (54%).

Regarding electronic media access and control by rural respondents (adolescent girls, fathers & mothers) clearly showed that adolescent girls (100%) had access to T.V. with cable and majority of

adolescent girls (88%) had access to internet, computer/laptop (74%). Cent percent of girls had control over T.V. with cable followed by internet facility (64%), computer/laptop (44%) and radio (34%), mobile (30%). Fathers of adolescent girls had access to (100%) T.V. with cable, Radio and mobile phone, majority of fathers (88%) had access to internet facility and computer/laptop (74%). Regarding control over electronic media by fathers showed that 100 per cent of fathers had control on T.V. with cable, mobile phone. Majority of fathers (84%) had control on internet facility followed by radio (54%) and computer/laptop (24%) respectively.

Mother respondents of rural area (100%) also had access to T.V. with cable, radio, mobile followed by internet facility (68%) and computer/laptop (26%). Data regarding control over these means by mother respondents showed that 100 per cent of mothers had control over T.V. with cable and mobile phone followed by radio (30%) and computer/laptop (18%).

The findings of **Puri and Sudhir (2017)** revealed that maximum number of adolescents i.e. 35% were in the age group 15-18 years and majority i.e. 60% were girls. Maximum (35%) were students of the 12 th class and living with both parents i.e. 70%. 70% were having parental control on mass media while 60% were not physically active. Majority were spending 1-3 hours on TV, the internet, video/ computer games and the internet. 70% were spending more than 7 hours on social media. Therefore, adolescents were using mass media frequently.

Table 1. Access and control of mass media by adolescent girls and their parents in Hisar

Sr. No.	Category	Access						Control					
		Frequency (%) n=300						Frequency (%) n=300					
		Adolescent		Father		Mother		Adolescent		Father		Mother	
		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
	Urban Area												
1.	Print Media												
	Newspaper	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	23(46.0)	27(54.0)	50(100.0)	0(0.00)	33(66.0)	0(0.00)
	Books	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	23(46.0)	27(54.0)	09(18.0)	41(82.0)	07(14.0)	43(86.0)
	Magazines	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	17(34.0)	33(66.0)	17(34.0)	33(66.0)	17(34.0)	33(66.0)
	Leaflets/ pamphlets/ handouts	42(84.0)	08(16.0)	42(84.0)	08(16.0)	42(84.0)	08(16.0)	19(38.0)	31(62.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)
2.	Electronic Media												
	TV with cable	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)
	Radio	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)
	Mobile	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	32(64.0)	18(36.0)	50(100.0)	0(0.00)	50(100.0)	0(0.00)
	Computer/ laptop	50(100.0)	0(0.00)	37(74.0)	13(26.0)	37(74.0)	37(74.0)	42(84.0)	08(16.0)	22(44.0)	28(56.0)	22(44.0)	28(56.0)
	Internet facility	50(100.0)	0(0.00)	44(88.0)	06(12.0)	44(88.0)	44(88.0)	37(74.0)	13(26.0)	48(96.0)	02(4.00)	42(84.0)	08(16.0)
	Rural Area												
1.	Print Media												
	Newspaper	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	17(34.0)	33(66.0)	47(94.0)	03(6.00)	23(46.0)	27(54.0)
	Magazines	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	12(24.0)	38(76.0)	0(0.00)	50(100.0)	08(16.0)	42(84.0)
2.	Electronic Media												
	TV with cable	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)
	Radio	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	17(34.0)	33(66.0)	27(54.0)	23(46.0)	15(30.0)	35(70.0)
	Mobile	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	15(30.0)	35(70.0)	50(100.0)	0(0.00)	50(100.0)	0(0.00)
	Computer/ laptop	37(74.0)	13(26.0)	37(74.0)	13(26.0)	13(26.0)	13(26.0)	22(44.0)	28(56.0)	12(24.0)	38(76.0)	0(0.00)	50(100.0)
	Internet facility	44(88.0)	06(12.0)	44(88.0)	06(12.0)	34(68.0)	06(12.0)	32(64.0)	18(36.0)	42(84.0)	08(16.0)	0(0.00)	50(100.0)

Table 2. Access and control of mass media by adolescent girls and their parents in Bhiwani

Sr. No.	Category	Access						Control					
		Frequency (%) n=300						Frequency (%) n=300					
		Adolescent		Father		Mother		Adolescent		Father		Mother	
		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
	Urban Area												
1.	Print Media												
	Newspaper	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	26(52.0)	24(48.0)	43(86.0)	07(14.0)	27(54.0)	23(46.0)
	Books	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	19(38.0)	31(62.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)
2.	Electronic Media												
	TV with cable	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(0.00)	0(0.00)	50(0.00)	0(0.00)
	Radio	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	0(0.00)	50(100.0)	34(68.0)	16(32.0)	0(0.00)	50(100.0)
	Mobile	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	15(30.0)	35(70.0)	50(100.0)	0(0.00)	50(100.0)	0(0.00)
	Computer/ laptop	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	24(48.0)	26(52.0)	09(18.0)	41(82.0)	0(0.00)	50(100.0)
	Internet facility	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	38(76.0)	12(24.0)	43(86.0)	07(14.0)	0(0.00)	50(100.0)
	Rural Area												
1.	Print Media												
	Newspaper	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	16(32.0)	34(68.0)	46(92.0)	04(8.00)	27(54.0)	23(46.0)
2.	Electronic Media												
	TV with cable	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)
	Radio	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	24(48.0)	06(12.0)	29(58.0)	21(42.0)	0(0.00)	50(100.0)
	Mobile	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	16(32.0)	34(68.0)	50(100.0)	0(0.00)	50(100.0)	0(0.00)
	Computer/ laptop	50(100.0)	0(0.00)	50(100.0)	0(0.00)	50(100.0)	0(0.00)	18(36.0)	32(64.0)	06(12.0)	44(88.0)	0(0.00)	50(100.0)
	Internet facility	43(86.0)	07(14.0)	43(86.0)	07(14.0)	43(86.0)	07(14.0)	19(38.0)	31(62.0)	16(32.0)	34(68.0)	13(26.0)	37(74.0)

3.2 Access and control of mass media by adolescent girls and their parents in Bhiwani

Table-2 showed that in urban area, all the selected adolescent girls had access to newspaper and books and majority of adolescent girls (52%) had control on newspapers followed by books (38%).

Fathers and mothers of adolescent girls also access newspapers and books (100%). Majority of fathers (86%) had control on newspaper. 54 percent of mothers had control on newspaper and but they don't have any control over books.

Data regarding electronic media access and control showed that 100 percent of adolescent girls, their fathers and mothers had access to T.V. with cable, radio, mobile phone, and computer/laptop and internet facility. Cent percent of adolescent girls had control on T.V. with cable followed by internet facility (76%), computer/laptop (48%) and only 30 percent of adolescent girls had control on mobiles. Table also depicted the information regarding rural areas and showed that 100 percent of adolescent girls, their father and mother had access to newspaper, majority of fathers (92%) had control over newspaper and mothers (54%) had control over newspaper but only 32 percent adolescent girls had control on newspaper.

About electronic media, 100 percent of adolescent girls, their fathers and mothers had access to T.V. with cable connection, radio, mobile and computer/laptop.

Data regarding control over electronic media showed that cent percent of adolescent girls had control over T.V. with cable followed by radio (48%), internet facility (38%), computer/laptop (36%) and only 32 percent of adolescent girls had control on mobile.

Fathers of adolescent girls had control over T.V. with cable, mobile phone (100%) followed by radio (58%), internet facility (32%) and computer/laptop (12%). Mothers of adolescent girls had full control over T.V. with cable and mobile phone (100%) followed by radio (38%), internet facility (26%) and had no control on computer/laptop (100%) respectively.

The lines are in supporting of the results that **Bacha, et. al. (2020)** the finding of the study explored that media playing significant role in promoting education among youth especially among women. Study concluded that in this era of technology, most of the families allowed their daughters to get education due to the campaigns of media. **Sharma (2010)** found that majority of the homemakers are regular reader of newspaper. Women read the newspaper for taking information, news and for the entertainment. Majority of the respondents are the sometimes read the magazine. Print media like magazine and newspapers are powerful media to give the information among the homemakers.

4. Conclusion

It was concluded from the present study that majority of respondents had access to television with cable connection, internet and mobiles as an electronic media and newspaper and books as a print media. Among communication sources, the most preferred source for obtaining information for adolescent girls and their parents were newspapers and television with cable connection. Parents had more control on media than adolescent girls. Among mass media sources, newspaper, mobiles and television with cable connection were always used.

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