

# **Impact Of Television Viewing on Family Ties of Rural Women**

**Uma S Hiremath and A S Balasubramanya**

Department of Mass Communication and Journalism, Karnatak University, Dharwad - 580 003,  
Karnataka

## **ABSTRACT**

The research study was conducted to know impact of TV viewing on family ties of rural women in Belgaum, Dharwad, Gadag and Haveri districts of Northern Karnataka. More than ninety per cent of rural women expressed positive views for TV viewing as it helped them to avoid unwanted talks / discussion and provided useful information. Waste of time, reduction in visits of relatives and friends, no proper attention towards guests were expressed as moderate negative impact on their family. Overall index value was found to be high in positive views followed by effect on personal life and negative views. The highest index value showed to the adopted methods like taking meals while viewing TV followed by cooking meals in advance. Majority of the respondents regularly discussed the contents of TV programmes with their family members and occasionally with relatives.

**Key words** : Family Ties, Rural Women, Television Viewing