

Socio-personal Characteristics of Televiewing Rural Women

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ABSTRACT

The research study was conducted to know the socio-personal characteristics of televiewing rural women in Belgaum, Dharwad, Gadag and Haveri districts of northern part of Karnataka state. Findings revealed that majority of the respondents belonged to middle age group, illiterate, married, medium and nuclear families, working as agricultural labour and low income group. Cent per cent of the respondents owned Television with cable connection. More than half of the respondents were members for self help groups followed by anganwadi. Nearly fifty per cent of the respondents have contacted nearest urban places once in a fortnight.

Key words : Mass-media, Rural Women, Socio-personal Characteristics, Television Viewing