

## **Education Level of Women and Watching of Cable Television**

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### **Abstract**

The objective of this study was to investigate the negative and positive effect of cable television, importance of educated women, major purpose of viewing cable television and relationship between level of education of women and level of watching of cable television. Data was collected through a structured questioner from the educated women of district Swat. For presentation of data, frequency distribution was used and significance of the relationship was tested by Chai square test. The analysis showed that there is significant relationship between level of education of women and the level of watching cable television. Further major purpose of watching cable television was entertainment. The researcher suggested that, in making policy, PEMRA should keep in view the negative and positive impact of cable television, Also highly educated women were focus by PEMRA in their policies.

### **Introduction**

Through communication we are able to know what we can expect of others and what they can expect of us. Simultaneously, communication affords a land of maps or set of guide post for finding our ways about life. It provides a configuration of dos and don'ts, a complex

patterned mental stop and go signs that tell us about the social landscape. According to Parvez (2009) the transfer of information from one negotiator to another, in which communicator is impersonal, feedback is in-directed or delayed, audience is not specified and the messages are generalized is called mass communication. Mass communication involved so many instruments. Some of these are press, Television, Dish, Cable, Radio and movies. The mass media particularly electronic media gives rise to a form of communication or mass production with mass consumption. In electronic media the mass communication mostly take support of Cable Television.

The birth of television was ensure in Pakistan in 1964 by starting a small pilot television station at Lahore on November 26, with black and whit transmission. This television center was set up with the help of UNESCO, Colombo plan and Japanese government. Pakistani authorities was aim to boost the nation socially and culturally. Further the target was the development of the new born country, Pakistan by dissemination of information, education, knowledge and awareness (Anjum, 2007). Journey of television started in 1964 in Pakistan, developed time by time. In 1980's a television network was introduce in Karachi , which was a system of distributing television signals by means of coaxial of fiber optic cables. The term also includes systems that distribute signals solely via satellite. This system was known as Cable Television. This system was first time introduced in world by USA in 1950s for improvement of reception of commercial network broadcasts in remote and hilly areas. ( Zia, 2003 and Encyclopedia Britannica , 1986).

Cable television provides programs almost for every type of human being. every person watches program according to his choice. Some of the choices are news, sports, weather, movies, cooking, drama, and science. Major choices of viewers are information, entertainment and education, the fact is that people have an opportunity to increase their level of knowledge with the wide choices on their television (Silverman, 2012). Also, by watching of cable television status of women has been improved. Through this networking, status of women changed.

Due to watching of cable television some positive and necessary habits of women have been affected like reading books, playing games and going out for leisure. Viewing of cable TV also affects domestic, cultural, family and social interaction, appearance and style, domestic and personal expenditure etc. Most of women like Western or Indian life style, languages, jewelry and their culture. This is alarming for ones culture of the area as it affect some very positive point of culture of the area like loyalty, hospitality and braveness etc. (Zia, 2007).

Importance of women cannot be ignored in society. According to Ministry of Population Pakistan (2010) the female male ratio was 48.3%. Therefore about half for the population consists of women.

According to Baigal (2009) literacy rate of female in Pakistan is 36%. Thus a large number of women are educated in Pakistan. Thus for making policy of electronic media, educated women can not be ignored. Therefore, concentrating on the viewers of cable television, the educated women can not be ignored. Therefore this study was organize with following major objectives.

1. To assess relationship between level of education of educated women and level of watching cable television
2. To know the major purpose of watching cable television of educated women in District Swat

### **Methodology**

Population of the study was educated women, watching cable television in District Swat. Convenient sampling technique was used for selection of respondent. Structure questionnaire was used for collecting information from the 91 educated women of District Swat. watching cable television . The entire respondents were educated therefore questionnaire was filled by the respondent on the spot. Data was analysed by the SPSS version 16, and was presented by contingency table. For testing significant in the population the chi square test was used.

### **Result and discussion**

Educated women have great importance in society. Their contribution in economic growth, poverty reduction and improving good norms in society cannot be ignored. Most of educated women have been watching media. According to Zia (2007) major aspects of life of women have been affected by watching of cable television. In this study relationship between level of education of women and watching time of cable television has been tested. In table no 1, level of education and level of watching cable television have been shown. Viewers of cable television have been divided into three categories i.e., high, medium and low. Education has categories by years of education and by subject's studies that is B.A, B.Sc, B.S, BIT, BIT, F.A, F.Sc. M.A and M.Sc. The resean was that the life schedule of different subject, studied was differing from others. Majority of educated women were medium viewers of cable television in the study area. The value of chi square is very high, 104.9. The analysis showed that there was highly significant relationship between level of education, by year and by subjects, and level of watching cable television. Similarly table no 2 showed the major purpose of viewing cable television of educated women of District Swat. Majority of the respondent have been watching cable television for entertainment. Sixty five percent of respondent have been watching cable television for entertainment. The second major objective of viewing is, education and guidance. Twenty one percent of the respondent has been viewing cable television for educational purpose. Five percent of educated women have been viewing cable television for knowing more about Pakistan, a country consisting of different culture, languages and customs of people. Therefore on cable television these characteristic of the people is presented by dramas, movies, stage shows etc.

**Table no 1; Association between level of education and level of viewing of cable TV.**

Watching level	Education Level								
	B.A	B.S	B.SC	BIT	F.A	F.SC	M.A	M.SC	Total
High	1	1	0	0	0	0	1	0	3
Medium	17	5	22	1	2	22	6	1	80
Low	0	0	3	0	2	2	1	0	8
Total	18	6	25	1	7		7	1	91

**Table 2; showing major purpose of watching cable television of educated women**

Purpose	Frequency	percentage
Entertainment	59	65
Knowledge of other country and their culture	8	9
Knowledge about Pakistan	5	5
Education and guidance	19	21
Total	91	

Chai Squar = 104.9\*\*\*

One of the aims of human being is to know about other countries of the world. For this purpose they were viewing cable television. In our study 9% of the respondent watching cable television for knowing about the culture, language and other characteristics of other countries of the world

### Conclusion and suggestions

Cable television has both negative and positive impact on the life patron of women. By watching cable television life standard of women has got improved, They have more exposure. They have got awareness about their rights and trying to get them from the concerned. On the other hand cable television has learning negatively impacts on culture, appearance, life style etc. Majority of educated women have been watching cable television average time. Further, our analysis showed the dependence of level of education and level of watching cable television. Educated women have command on foreign languages and watching foreign channel on cable television. They also need entertainment and information about current affairs. Our analysis further showed that major purpose of respondent of watching cable television was entertainment. Keeping in view the watching of cable television of high educated women and their major purpose, PEMRA and Owner of cable television channel should try to avoid negative impacts of cable television. They should produce programs to improve the positive point of culture.

In making policy, PEMRA should take care of level of education of women. As there is strong decency of level of education and level of watching cable television.

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