Chapter 4

GENDER ACCESS PATTERNS OF OLD ICTs

In the early 1970s, while rejecting traditionalism there was a need of new paradigm laid on culture and tradition to speed up developmental process. Since 1970s, mass media are considered to disseminate development-linked information to accelerate development in the developing countries. Media are identified as a powerful social control and controlled by social, cultural and political elites. The recognized institutions access the media to disseminate specific values, beliefs and opinions. During the Cold War years, mass media such as Radio, Newspaper, Television (TV) and FM Radio were accessed to carry a mass campaigning against the communist countries by USA or vice-versa (Murthy 2008 : 2, 3). With the growth of media, the information and communication has revolutionized the society. The aforesaid media are old Information Communication Technologies (ICTs). Recently Internet, Satellite TV and Cellular Phone have emerged. Thus, old ICTs are newspaper, magazine, radio, FM radio and TV. Mass media are creating new channels for social awareness and mobilizing resources. Mass media have sharpened the remarkable ramification for women and men in terms of employment, environment, health, education, environmental sustainability and community development. Mass media are significant old ICTs which are relatively easier to develop and produce human and social dimensions to improve the status of women in Silchar town. Old ICTs focus on developing programs and projects which boost communication opportunities, build capacities and explore alternative tools and techniques for maintaining potentiality, gender empowerment, promotion of gender equality, on the one hand, and technological threats, vulnerability and attacks in terms of gender perceptions, identities and differences, creating new gender inequalities, on the other hand. This chapter discusses the gender access to old ICTs such as magazine, radio, television and FM radio in the Silchar town. The chapter deals with places of access, frequency of access and impact of television, radio, magazine and FM radio etc. on the members of the sampled households in Silchar town.

I

GENDER AND OLD ICT EXPOSURE PATTERNS

Old ICT is a significant mass media for each family members in the urban society of Silchar town. Persons from each family have wide access to old ICTs. Old ICT deals with print media and audio visual media. Print media constitutes two components; namely newspapers and magazines. Audio-Visual media constitutes three components; namely radio, FM radio and TV. There are 2847 persons from the sampled 124 households/725 families in Silchar town. Print media users, are 1365, including newspaper and magazine users. Audio-Visual media users are 883, including radio, FM radio and TV users. Out of 1365 print media users, there are 1067 newspaper users, 134 radio users, 158 FM Radio users, 298 magazine user, Persons are subscribing these media irrespective of different age-groups like children (6-12 years), adolescent (13-17 years), Early youth (18-25 years), Late youth (26-31 years), Early middle age (32-39 years), Late middle age (40-45), Early old age (46-59) and Late old age (60 years and above). In the following table print media have both users and non-users, consisting of male users and female users. The Old ICT exposure of the members in the households/families is given in the following table:

Table 4.1
Old ICT Exposure of the Members in the Sampled Households/Families by Gender
(Percentage in Parentheses)

Age-Group	Old ICT Exposures of the Individual (%)												Grand Total (%)		
	Print Media						Audio-Visual Media								
	Users			Non-Users			Users			Non-Users					
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Infant	--	--	--	55 (10.93)	46 (100)	101 (18.4)	--	--	--	--	--	--	55 (3.02)	46 (4.47)	101 (3.55)
Children	22 (2.93)	12 (1.95)	34 (2.49)	40 (7.95)	--	40 (7.29)	24 (4.66)	23 (6.25)	47 (5.32)	50 (100)	-	50 (100)	136 (7.48)	35 (3.4)	171 (6.01)
Adolescent	48 (6.39)	32 (5.21)	80 (5.86)	--	--	--	83 (16.12)	23 (6.25)	106 (12)	--	--	--	131 (7.2)	55 (5.35)	186 (6.53)
Youth	146 (19.44)	144 (23.45)	290 (21.25)	38 (69.09)	--	38 (6.92)	147 (28.54)	130 (35.33)	277 (31.87)	--	--	--	331 (18.2)	274 (26.65)	605 (21.25)
Middle Age	229 (30.49)	170 (27.69)	399 (29.23)	225 (44.73)	--	225 (40.98)	120 (23.3)	97 (26.36)	217 (24.58)	--	--	--	574 (31.56)	267 (25.97)	841 (29.54)
Old Age	306 (40.75)	256 (41.69)	562 (41.17)	145 (28.83)	--	145 (26.41)	141 (27.38)	95 (25.82)	236 (26.73)	--	--	--	592 (32.55)	351 (34.14)	943 (33.12)
Total	751 (100)	614 (100)	1365 (100)	503 (100)	46 (100)	549 (100)	515 (100)	368 (100)	883 (100)	50 (100)	-	50 (100)	1819 (100)	1028 (100)	2847 (100)

Source: Field Survey Conducted during the Period from 5th September 2011 to 7th March 2012

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Data reveal that four fifths (23.57%) of the individuals of the households from old age are male users of print media followed by middle age (30.49%). Over four fifths of the individuals from old age are female users of print media followed by middle age (29.23%). Over one fourth (28.54%) from youth, old age (27.38%) of the household/families are male users of audio-visual media. Over one third of female users from youth are audio-visual media followed by middle age (26.36%), old age (25.82%).

Thus, majority of males from middle age and old age are accessing to old ICTs in the Silchar town because male population is more in number and having higher educational levels in Silchar town according to the Census Report 2011.

II

GENDER ACCESS TO NEWSPAPERS

This section attempts to analyze the gender access to various newspapers like Dainik Jugasankha, Janakantha, Samayik Prasanga, Sakalbela, Gati, Aamara Bangalee, Prantojyoti, Nuwa Ela and other English newspaper in Silchar town. Sonar Cachar was another popular newspaper in Silchar town. Persons from numerous households were accessing the Sonar Cachar newspaper but suddenly it was stopped in 2009. Later, people's choice shifted from Sonar Cachar to other newspapers as mentioned above.

Types of Newspapers

Various kinds of newspapers are broadly categorized into vernacular and English newspapers. It is observed that among vernacular newspapers, Prantojyoti is the oldest newspaper. In collaboration with Prantojyoti newspaper, Barak Television Network (BTN) is a popular TV channel in Barak valley and Silchar town is broadcasting news in local language and other programs. The newspaper reading habit of the members in families is accessed on the basis of age group, name of newspaper read, place of reading, news items read, time span, frequency, part of newspaper read most etc. The distribution of various newspapers read by the individuals is shown in the following table:

Table 4.2
Newspaper Reading among Individuals
(Percentage in Parentheses)

Types of Newspaper	Age Group (%)															Grand Total (%)		
	Children			Adolescents			Youth			Middle Aged			Old Aged					
	Male N=11	Female N=6	Total N= 17	Male N=28	Female N=22	Total N=50	Male N=115	Female N=85	Total N=200	Male N=190	Female N=110	Total N=300	Male N=271	Female N=229	Total N=500	Male N=615	Female N=452	Total N=1067
Vernacular Newspaper	9 (81.82)	5 (83.33)	14 (82.35)	22 (78.57)	17 (77.27)	39 (78)	72 (62.61)	52 (61.18)	124 (62)	117 (61.58)	67 (60.91)	184 (61.33)	238 (87.82)	216 (94.32)	454 (90.8)	458 (74.47)	357 (78.98)	815 (76.38)
English Newspaper	6 (54.55)	5 (83.33)	11 (64.71)	10 (35.71)	9 (40.91)	19 (38)	47 (40.87)	37 (43.53)	84 (42)	77 (40.53)	47 (42.73)	124 (41.33)	37 (13.65)	17 (7.42)	54 (10.8)	177 (28.78)	115 (25.44)	292 (27.37)

Source: Field Survey Conducted during the Period from 5th September 2011 to 7th March 2012

Data reveal that of the individuals in the households over four fifth (81.82%) males are children, followed by over three fifths (78.57%) from adolescent, over three fifths from youth and middle age, more than four fifths from old age (87.82%) from vernacular newspaper-reading category. More than half (56.67%) of males of the households are children and over one third from adolescent who are accessing English newspaper, two fifths (40. 53%) belonged to youth age can read it, nearly two fifths (38.46%) belong to middle age and the rest more than one tenth (13.65%) belonged to old age can also read English newspaper. Over four fifths (83.33%) females of the households are children who are subscribing vernacular newspapers followed by nearly four fifths (77.27%) belonged to adolescent, over three fifths (61.18%) belonged to youth age can subscribe, three fifths from middle age can subscribe and the rest over most (94.32%) of them from old age can subscribe Vernacular newspaper. Nearly four fifths of females of the households are children who are subscribing English newspaper, followed by more than one third from adolescents, more than one third who belonged to youth age subscribe English newspaper, over two fifth belonged to middle age and the rest insignificant number who belonged to old age can read English newspaper.

Thus, it shows that male and female are equal because in the town most of them are educated and conscious to get information about local and national and international affairs. It is also found that accessing to vernacular newspaper is more in Silchar town because Bengali is the mother tongue of majority community.

Place of Reading Newspaper

Place of reading newspaper implies the location where the members of the family of the households read newspapers. The various places may be like home, office, friend's house, shop, school, academic institutions etc. The reading newspaper among the members of a family in different locations is mentioned in the following table:

Table 4.3
Place of Reading Newspaper
(Percentage in Parentheses)

Place of Access	Age-Group (%)															Grand Total (%)		
	Children			Adolescents			Youth			Middle Aged			Old Aged					
	Male N=11	Female N=6	Total N=17	Male N=28	Female N=22	Total N=50	Male N=115	Female N=85	Total N=200	Male N=190	Female N=110	Total N=300	Male N=271	Female N=229	Total N=500	Male N=615	Female N=452	Total N=1067
Home	9 (81.82)	5 (83.33)	14 (82.35)	15 (53.57)	18 (81.82)	33 (66)	28 (24.35)	29 (34.12)	57 (28.5)	30 (15.79)	36 (32.73)	66 (22)	125 (46.13)	98 (42.79)	223 (44.6)	207 (33.66)	186 (41.15)	393 (36.83)
Office	--	--	--	--	--	--	50 (43.48)	41 (48.24)	91 (45.5)	32 (16.84)	28 (25.45)	60 (20)	65 (23.99)	57 (24.89)	122 (24.4)	147 (23.9)	126 (27.88)	273 (25.59)
Friend's House	--	--	--	12 (42.86)	15 (68.18)	27 (54)	17 (14.78)	16 (18.82)	33 (16.5)	65 (34.21)	37 (33.64)	102 (34)	38 (14.02)	27 (11.79)	65 (13)	132 (21.46)	95 (21.02)	227 (21.27)
Shop	--	--	--	15 (53.57)	--	15 (30)	25 (21.74)	--	25 (12.5)	26 (13.68)	11 (10)	37 (12.33)	46 (16.97)	40 (17.47)	86 (17.2)	112 (18.21)	51 (11.28)	163 (15.28)
School/ Academic Institution	6 (54.55)	4 (66.67)	10 (58.82)	--	--	--	15 (13.04)	24 (28.24)	39 (19.5)	62 (32.63)	24 (21.82)	86 (28.67)	25 (9.23)	29 (12.66)	54 (10.8)	108 (17.56)	81 (17.92)	189 (17.71)

Source: Field Survey Conducted during the Period from 5th September 2011 to 7th March 2012

Data reveal that over four fifths of males of the households from children age-group are accessing to newspaper at home, more than half in school or academic institution. Over half of the males of the households from adolescent age-group are accessing newspaper at home and in shop, followed by nearly two fifths in friend's house. Over two fifths (43. 48%) of male of the households from youth are accessing to mobile phone in office followed by nearly two fifths at home. Over one third of male of the household from middle age are accessing to newspaper in friend's house followed by nearly one third at school/ academic institution, over one tenth in office (16.84%), at home (15.79%), shop (13.68%) etc. Over three fifths of males of the households from old age are accessing to newspaper in friend's house followed by more than one fourth at school/academic institution, nearly one tenth at home. Over two fifths of male of the household from old age are accessing to newspaper at home followed by nearly one fourth (23.99%) accessing to newspaper in office, over one tenth accessing to newspaper (16.97%) in shop, friend's house (14.02%).

Over four fifths of female of the household from adolescent are accessing to newspaper at home followed by over three fifths (68.18%) in school/academic institution. Over half of females of the households from youth age are subscribing newspaper in office followed by over one third at home, nearly one fifth in friend's house. One third of females of the household from middle age are accessing to newspaper in friend's house followed by nearly one third at home, one fourth in office, nearly one fourth in school/academic institution, one tenth in shop and the rest in office and friend's house. Nearly one third of females of the households from old age are reading newspaper in shop followed by more than one tenth in office, nearly one fifth belong to home and academic institution. Nearly two fifths of female of the household are accessing to newspaper at home followed by nearly one fourth in office, nearly one fifth in shop, over one tenth(12.66%) in school/academic institution, over one tenth(11.79%) in friend's house.

Thus, it indicates that more number of females is accessing to newspaper in the urban periphery because of the availability of sufficient resources in spite of having their domestic activities that help them to acquire information to expose in the external environment.

The News Items Read by Individuals

Various newspapers are read by persons as per their own need, containing various items. These are all items, editorial, headlines, current affairs, sports, crime, economic affairs, advertisement, politics, job related etc. These are presented in the in the following table:

Table 4.4
News Items Read by Individuals in the Sampled Households/Families
(Percentage in Parentheses)

News Item Accessed	Age-Group (%)															Grand Total (%)		
	Children			Adolescents			Youth			Middle Aged			Old Aged					
	Male N=11	Female N=6	Total N=17	Male N=28	Female N=22	Total N=50	Male N=115	Female N=85	Total N=200	Male N=190	Female N=110	Total N=300	Male N=271	Female N=229	Total N=500	Male N=615	Female N=452	Total N=1067
Advertisement	9 (81.82)	5 (83.33)	14 (82.35)	--	--	--	--	--	--	--	--	--	--	--	--	9 (1.46)	5 (1.11)	14 (1.31)
All	--	--	--	--	--	--	50 (43.48)	41 (48.24)	91 (45.5)	32 (16.84)	28 (25.45)	60 (20)	65 (23.99)	57 (24.89)	122 (24.4)	147 (23.9)	126 (27.88)	273 (25.59)
Editorial	--	--	--	12 (42.86)	18 (81.82)	30 (60)	17 (14.78)	16 (18.82)	33 (16.5)	65 (34.21)	37 (33.64)	102 (34)	38 (14.02)	27 (11.79)	65 (13)	132 (21.46)	98 (21.68)	230 (21.56)
Economic	--	--	--	12 (42.86)	--	12 (24)	25 (21.74)	--	25 (12.5)	26 (13.68)	11 (10)	37 (12.33)	46 (16.97)	40 (17.47)	86 (17.2)	109 (17.72)	51 (11.28)	160 (14.99)
Political	--	--	--	--	--	--	15 (13.04)	24 (28.24)	39 (19.5)	62 (32.63)	24 (21.82)	86 (28.67)	25 (9.23)	29 (12.66)	54 (10.8)	102 (16.59)	77 (17.04)	179 (16.78)
Sports	6 (54.55)	4 (66.67)	10 (58.82)	18 (64.29)	15 (68.18)	33 (66)	16 (13.91)	17 (20)	33 (16.5)	20 (10.53)	26 (23.64)	46 (15.33)	65 (23.99)	47 (20.52)	112 (22.4)	125 (20.33)	109 (24.12)	234 (21.93)
Crime	--	--	--	--	--	--	--	--	--	15 (7.89)	16 (14.55)	31 (10.33)	65 (23.99)	56 (24.45)	121 (24.2)	80 (13.01)	72 (15.93)	152 (14.25)
Employment	--	--	--	--	--	--	14 (12.17)	14 (16.47)	28 (14)	--	--	--	--	--	--	14 (2.28)	14 (3.1)	28 (2.62)

Source: Field Survey Conducted during the Period from 5th September 2011 to 7th March 2012

Data reveal that nearly over four fifths (81.82%) of males of the households from children are reading news item, advertisements followed by over half reading sport item. Over four fifths (83.33%) of males of the households from adolescent are reading news item, sport followed by over three fifths (66.67%) subscribing editorial and economic news item. Over three fifths of male of the individual of the household from adolescent are reading news item, all followed by more than one tenth reading news item, economic affairs. Over one third of males from middle age are reading editorial followed by nearly one third reading news item, political followed by more than one tenth reading (16.84 %) news item, all over one tenth reading (13.68%) news item, economic one tenth reading news item, sport the rest (insignificant no) reading crime. Nearly one fourth of male of the individual of the household from old age are reading (21.43%) all and sports, more than one tenth reading news item, economic (16.97%), editorial (14.02%).

Over four fifths of female of the individual of the household from children are reading news item, advertisement, over three fifths reading sports. Over four fifths of female of the individual of the household from adolescent are reading news item, editorial followed by three fifths reading sports. One third of female of the individual of the household from middle age are reading news item, editorial followed by one fourth reading all (25.45%), over one fifth (21%) reading news item, political, over one tenth(14.55%) reading crime, one tenth reading economic. Nearly one fourth(24.89%) of female of the individual of the household from old age are reading news item, all crime (24.45%) and sports followed by one tenth reading sport item (20.52%), nearly one tenth reading economic item (17.47%), editorial item(11.79%).

Thus, it signifies that majority of females are reading all news items and they belong to Muslim religious group because in the town males want to collect various information to remain informed academically, economically, politically and socially stable. On the other hand, majority of females from Hindu religious group are reading almost all news items of a newspaper as they utilize their time after household chores are done.

Time Span and Frequency of Accessing to Newspaper

Gender access to newspapers in different time intervals and its rate of re-occurrences are shown in the following table:

Table 4.5
Time Span and Frequency of Accessing to Newspaper
(Percentage in Parentheses)

Frequency of Access to Newspaper	Time Span (%)												Grand Total (%)		
	10-20 min.			20-40 min			40-60 min			1-2 hours					
	Male N=170	Female N=114	Total N=284	Male N=210	Female N=205	Total N=415	Male N=122	Female N=60	Total N=182	Male N=113	Female N=73	Total N=186	Male N=615	Female N=452	Total N=1067
Daily	50 (29.41)	30 (26.32)	80 (28.17)	148 (70.48)	170 (82.93)	318 (76.63)	56 (45.9)	26 (43.33)	82 (45.05)	58 (51.33)	40 (54.79)	98 (52.69)	312 (50.73)	266 (58.85)	578 (54.17)
Almost Daily	90 (52.94)	76 (66.67)	166 (58.45)	38 (18.1)	17 (8.29)	55 (13.25)	38 (31.15)	16 (26.67)	54 (29.67)	42 (37.17)	19 (26.03)	61 (32.8)	208 (33.82)	128 (28.32)	336 (31.49)
Weekly	45 (26.47)	23 (20.18)	68 (23.94)	28 (13.33)	23 (11.22)	51 (12.29)	43 (35.25)	33 (55)	76 (41.76)	--	--	--	116 (18.86)	79 (17.48)	195 (18.28)
Weekly 3 Days	--	--	--	16 (7.62)	15 (7.32)	31 (7.47)	--	--	--	17 (15.04)	20 (27.4)	37 (19.89)	33 (5.37)	35 (7.74)	68 (6.37)
Monthly	--	--	--	--	--	--	--	--	--	16 (14.16)	14 (19.18)	30 (16.13)	16 (2.6)	14 (3.1)	30 (2.81)

Source: Field Survey Conducted during the Period from 5th September 2011 to 7th March 2012

The table illustrates that over half of males of the households are accessing to newspaper daily for 10-20 min followed by over one fourth (29.41%) reading newspaper weekly, nearly one fourth read newspaper almost daily. Over three fifths (70.48%) of males of the households are reading newspapers daily for 20-40 min followed by nearly one fifth reading newspaper almost daily, more than one fourth (26.32%), one tenth reading weekly. Over half of males of the households are accessing newspapers daily for about 1-2 hours followed by more than one third who can read almost daily, over one tenth (15.04%) can read weekly 3 days, monthly (14.16%).

Near about three fifths of females of the households are reading newspapers almost daily for 10-20 min followed by over one fifth who can read daily, weekly 3 days and the rest can read newspaper monthly. Over four fifths of females of the households are accessing newspaper weekly about 21-40 min daily followed by over one tenth who can read weekly and the rest (insignificant no) can read for weekly three days. Over half of females of the households are subscribing newspaper weekly for about 40-60 min followed by over two fifths for daily and the rest over one fourth can read almost daily. Over half of females of the households are accessing newspaper daily for about1-2 hours followed by more than one fourth (27.4%) who can read weekly 3 days, more than one tenth can read weekly 3 days and the rest can read almost daily.

Thus, majority of females are accessing to newspapers almost daily because in the town female literacy rate is low. It is observed that newspaper is a source of enhancing knowledge, So that parents are providing more priority to female children and adolescent. Even male household heads are also giving much priority for enhancing their knowledge and getting empowerment.

III

GENDER ACCESS TO MAGAZINES

This section analyses the gender access to various types of magazines. Magazine is a periodical publication that extends the knowledge of both males and females. A huge number of magazines are accessed by the members from each family such as Jogasankha Magazine, Computer Today, Pratijyogita Darpan, Filmfare, Udbhudan, Swaranika, Sports Star, Nabakollul, Chetan Bhagat, Top Gear, India Today, Assam Tribune, Anandalook, Femina, Amway Magazine, Alochana Prasanga, Desh etc. The distribution of various magazines accessed by the different age-groups is shown in the following table:

Table 4.6
Magazines Accessed by Individuals
(Percentage in Parentheses)

Type of Magazine	Age-Group (%)															Grand Total (%)		
	Children			Adolescents			Youth			Middle Aged			Old Aged					
	Male N=11	Female N=6	Total N=17	Male N=20	Female N=10	Total N=30	Male N=31	Female N=59	Total N=90	Male N=39	Female N=60	Total N=99	Male N=35	Female N=27	Total N=62	Male N=136	Female N=162	Total N=298
English	10 (90.91)	5 (83.33)	15 (88.24)	15 (75)	9 (90)	24 (80)	20 (64.52)	28 (47.46)	48 (53.33)	17 (43.59)	30 (50)	47 (47.47)	26 (74.29)	14 (51.85)	40 (64.52)	88 (64.71)	86 (53.09)	174 (58.39)
Bengali	7 (63.63)	5 (83.33)	12 (70.59)	15 (75)	9 (90)	24 (80)	15 (48.39)	33 (55.93)	48 (53.33)	23 (58.97)	35 (58.33)	58 (58.59)	19 (54.29)	23 (85.19)	42 (67.74)	79 (58.09)	105 (64.81)	184 (61.74)
Hindi	--	--	--	--	--	--	11 (35.48)	13 (22.03)	24 (26.67)	14 (35.9)	10 (16.67)	24 (24.24)	--	--	--	25 (18.38)	23 (14.2)	48 (16.11)

Source: Field Survey Conducted during the Period from 5th September 2011 to 7th March 2012

The table depicts that most (90%) of males of the households from adolescent age-group are subscribing Bengali magazine followed by over three fifth reading English magazines. Over three fifths of males of the households from youth age can read magazine followed by near about half reading English magazine and the rest over one third read Hindi magazine. Nearly three fifths of males of the households from middle age are reading Bengali magazine followed by over two fifths reading Bengali magazine and the rest over one third can read Hindi magazine. Over three fifths of males of the households from old age are reading English newspaper followed by over half reading Bengali newspaper.

Nearly four fifths of females of the households from children can read Bengali magazine and English magazine. Over half of females of the household from youth age can read Bengali magazine followed by nearly half reading English magazine and the rest over one fifth can read Hindi magazine. Nearly three fifths of females of the households from middle age are reading Bengali magazine followed by half subscribing English magazine and the rest over one tenth can read Hindi magazine. Over four fifths of females of the households from old age are accessing Bengali magazine followed by half reading English magazine.

Thus, most of males are accessing to Bengali magazine because Bengali language is mother tongue of the community (Bengali) in the Silchar town where Bengali people are densely populated.

Time Span and Frequency of Accessing to Magazines

People access to magazine in different time intervals and its frequency is shown in the following table:

Table 4.7
Time Span and Frequency of Accessing to Magazine among Individuals
(Percentage in Parentheses)

Frequency of Access to Magazines	Time Span (%)															Grand Total (%)		
	10– 20 min			20– 40 min			40– 60 min			1–2 hours			2 – 3 hours					
	Male N=17	Female N=30	Total N=47	Male N=32	Female N=50	Total N=82	Male N=18	Female N=22	Total N=40	Male N=20	Female N=35	Total N=55	Male N=34	Female N=40	Total N=74	Male N=121	Female N=177	Total N=298
Daily	--	--	--	--	9 (18)	9 (10.98)	9 (50)	--	9 (22.5)	6 (30)	10 (28.57)	16 (29.09)	--	9 (22.5)	9 (12.16)	15 (12.4)	28 (15.82)	43 (14.43)
Weekly	9 (52.94)	9 (30)	18 (38.3)	14 (43.75)	18 (36)	32 (39.02)	12 (66.67)	9 (40.91)	21 (52.5)	15 (75)	14 (40)	29 (52.73)	15 (44.12)	16 (40)	31 (41.89)	65 (53.72)	66 (37.29)	131 (43.96)
Monthly	--	16 (53.33)	16 (34.04)	14 (43.75)	21 (42)	35 (42.68)	--	15 (68.18)	15 (37.5)	--	15 (42.86)	15 (27.27)	18 (52.94)	21 (52.5)	39 (52.7)	32 (26.45)	88 (49.72)	120 (40.27)
Often	16 (94.12)	17 (56.67)	33 (70.21)	16 (50)	18 (36)	34 (41.46)	9 (50)	10 (45.45)	19 (47.5)	11 (55)	12 (34.29)	23 (41.82)	13 (38.24)	10 (25)	23 (31.08)	65 (53.72)	67 (37.85)	132 (44.3)

Source: Field Survey Conducted during the Period from 5th September 2011 to 7th March 2012

The table depicts that over most of males in the sampled households are reading magazines often for 10-20 min followed by half reading magazines weekly. Half of males of the households are subscribing magazines often for 20-40 min followed by over two fifths accessing to magazines monthly and weekly. Over three fifths of male of the households are reading magazines weekly for 40-60 min. followed half reading magazine daily and often. Over three fifths of males of the households are accessing to magazines weekly followed by over half reading magazine often and nearly one third read magazines daily. Over a half of males of the households are reading magazines monthly for 2-3 hours followed by nearly two fifths reading magazine often and the rest nearly two fifths (38.43%) read magazine often.

Over half of females of the households are reading magazine monthly for 10-20 min. followed by nearly one third reading magazine weekly. Nearly one third of females of the households are subscribing magazine monthly for about 20-40 min followed by one fourth reading magazine weekly and often and the rest read daily. Over two fifths of females of the households reading magazine monthly are accessing for 40-60 min followed by nearly one third reading often and weekly. Over two fifths of females of the households are accessing to magazines monthly for 1-2 hours and weekly followed by over one third reading often and the rest more than one fourth reading daily. Over half of females of the households belong to monthly are reading magazine for 2-3 hours followed by two fifths reading magazine weekly, one fourth belonged to read magazine often, and over one tenth reading daily magazines.

Thus, most of males in the families' households in Silchar town are accessing monthly to magazine. On the other hand, majority of females are accessing weekly magazine in Silchar town because of having no gender discrimination that shows equal access of magazine in the urban settings.

IV
GENDER ACCESS TO RADIO

Radio is an old audio broadcasting media that broadcasts programs like songs, news, political issues, women's program, children program, health program, agricultural program etc. It is observed that there are audio-visual media, comprising of 134 radio users, 158 FM radio users and 591 TV users in the sampled households. The distribution of different Radio programs listened by various age-groups of the members of the family is given in the following table:

Table 4.8
Radio Programs Listened among Individual
(Percentage in Parentheses)

Type of Radio Program	Age-Group (%)									Grand Total (%)		
	Youth			Middle Aged			Old Aged					
	Male N=25	Female N=30	Total N=55	Male N=29	Female N=9	Total N=38	Male N=20	Female N=21	Total N=41	Male N=74	Female N=60	Total N=134
Song	11 (44)	13 (43.33)	24 (43.64)	--	--	--	--	--	--	11 (14.86)	13 (21.67)	24 (17.91)
Suprobhat	--	--	--	16 (55.17)	9 (100)	25 (65.79)	10 (50)	12 (57.14)	22 (53.66)	26 (35.14)	21 (35)	47 (35.07)
Nutrition and Good Health	10 (40)	13 (43.33)	23 (41.82)	13 (44.83)	9 (100)	22 (57.89)	10 (50)	15 (71.43)	25 (60.98)	33 (44.59)	37 (61.67)	70 (52.24)
Local Songs	20 (80)	20 (66.67)	40 (72.73)	11 (37.93)	--	11 (28.95)	13 (65)	15 (71.43)	28 (68.29)	44 (59.46)	35 (58.33)	79 (58.96)
News	--	--	--	--	--	--	12 (60)	12 (57.14)	24 (58.54)	12 (16.22)	12 (20)	24 (17.91)
Sports	--	--	--	10 (34.48)	--	10 (26.32)	--	--	--	10 (13.51)	--	10 (7.46)

Source: Field Survey Conducted during the Period from 5th September 2011 to 7th March 2012

The table illustrates that over three fifths of males from the youth age-group are listening local songs followed by over two fifths (44%) are listening songs, two fifths listening nutrition and good health programs. Over half of males in the middle age are listening suprobhat, followed by over two fifths who are listening nutrition and good health program. The rest, i.e, nearly two fifths (37.93%) are listening local songs. Half of males of the households belong to old age are listening morning program, suprobhat and nutrition and good health programs. The rest (over two fifths) are listening local songs and two fifths listening news.

Over three fifths of females in the youth age are listening local songs, followed by more than two fifths listening songs, nutrition and good health programs. The rest (nearly one fifth) are listening local songs. Cent percent of females of the households from the middle age are listening suprobhat program and nutrition and good health program. Over two fifths of female of the household are listening nutrition and good health and local songs programs followed by over a half listening suprobhat, the morning program and news. The rest (over two fifths) listen news and suprobhat, the morning program.

Thus, it shows that majority of males from youth age-group are listening Radio programs because Radio is a basic and old traditional media in the urban settings.

Place of Accessing to Radio

Place of listening is the location of listening Radio. The distribution of the place of accessing to Radio by different genders and age-groups is analyzed in the following table:

Table 4.9
Place of Accessing to Radio by Individuals
(Percentage in Parentheses)

Place of Access	Age-Group (%)									Grand Total (%)		
	Youth			Middle Aged			Old Aged					
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Home	10 (40)	15 (50)	25 (45.45)	19 (65.52)	9 (100)	28 (85.29)	14 (80)	21 (100)	35 (89.47)	43 (63.09)	45 (84.37)	88 (74.44)
Friend's Home	15 (60)	15 (50)	30 (54.55)	10 (34.48)	--	10 (14.71)	6 (20)	--	6 (10.53)	31 (36.9)	15 (15.63)	46 (25.56)
Total	25 (100)	30 (100)	55 (100)	29 (100)	9 (100)	38 (100)	20 (100)	21 (100)	41 (100)	74 (100)	60 (100)	134 (100)

Source: Field Survey Conducted during the Period from 5th September 2011 to 7th March 2012

Data shows that three fifths of males of the households from youth age are listening radio programs at friend's home followed by two fifths who listen at home. Over two fifths of males of the households from the middle age are listening radio programs at home, followed by over one third (34.48%) listening at friend's home. Nearly four fifths of males of the households from the old age are listening radio at home followed by one fifth who listen radio programs at friend's home.

Half of females from the youth age are listening radio program at home and a half listen at friend's home. Cent percent of females of the households from the middle age are accessing to radio at home. Cent percent of females of the households from the middle age are accessing to radio at home.

Thus, it indicates that majority of females are accessing to radio programs at home because radio set it is easily available.

FM Radio Program Listening

FM Radio is an advanced and improved form of radio that enables to set in mobile and car easily through variety of programs. FM Radio has provided the listener an opportunity of listening and enjoying variety of programs. Many programs are listened by both male and female listeners like music, film songs, news, phoning program, news, Bengali songs etc. The distribution of FM Radio programs is shown in the following table:

Table 4.10
FM Radio Program Listening
(Percentage in Parentheses)

Kind of FM Radio Program	Age-Group (%)															Grand Total (%)		
	Children			Adolescents			Youth			Middle Aged			Old Aged					
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Film Songs	6 (75)	4 (66.67)	10 (71.43)	5 (50)	8 (57.14)	13 (54.17)	6 (26.09)	14 (45.16)	20 (37.04)	12 (46.15)	--	12 (22.22)	13 (65)	5 (41.67)	18 (56.25)	42 (48.28)	31 (34.07)	73 (41.01)
Phoning Program	--	--	--	3 (30)	4 (28.57)	7 (29.17)	15 (65.22)	15 (48.39)	30 (55.56)	12 (46.15)	26 (92.86)	38 (70.37)	5 (25)	5 (41.67)	10 (31.25)	35 (40.23	50 (54.95)	85 (47.75)
Total	6 (100)	4 (100)	10 (100)	8 (100)	12 (100)	20 (100)	21 (100)	29 (100)	50 (100)	24 (100)	26 (100)	50 (100)	18 (100)	10 (100)	28 (100)	77 (100)	81 (100)	158 (100)

Source: Field Survey Conducted during the Period from 5th September 2011 to 7th March 2012

Data reveal that over three fifths of the male children are subscribing FM radio for listening film songs. Half of males of the households from the adolescent are subscribing FM radio for listening film song followed by more than one fourth listening FM radio phoning program. More than three fifths of females of the households from the youth owning FM radio are listening phoning programs, followed by more than one fourth (26.09%) listening film songs. More than two fifths of males from the middle age subscribe FM radio to listen film songs and phoning programs. Over three fifths of males from the old age subscribe FM radio to listen film songs followed by one fourth listening who can listen phoning program.

Over three fifths of female children subscribe FM radio for listening film song. Over half of the female adolescents own FM radio and listen film song followed by more than one fourth listening phoning program. Nearly half of the female youth subscribe FM radio and listen phoning program followed by more than two fourth listening film song. Most (92.86%) of females from the middle age subscribe FM radio and listen phoning programs. Over two fifths (41.67%) of female from the old age subscribe FM radio and listening phoning programs and film songs.

Thus, majority of females from the middle age are listening film songs of FM radio programs. in Silchar town are listening film songs of FM radio programs. Entertainment seems to be their purpose of listening radio.

Platform for of FM Radio Access

FM radio is an important audio entertainment device that can be played in both mobile as well as car. The distribution of platform of FM radio accessing is given in the following table:

Table 4.11
Platform of FM Radio Accessed by Individual
(Percentage in Parentheses)

Platform of FM Radio	Age-Group (%)															Grand Total (%)		
	Children			Adolescents			Youth			Middle Aged			Old Aged					
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Mobile Phone	4 (50)	2 (33.33)	6 (42.86)	5 (50)	8 (57.14)	13 (54.17)	6 (26.09)	14 (45.16)	20 (37.04)	12 (46.15)	--	12 (22.22)	13 (65)	5 (41.67)	18 (56.25)	40 (45.98)	29 (31.87)	69 (38.76)
Car	2 (25)	2 (33.33)	4 (28.57)	3 (30)	4 (28.57)	7 (29.17)	15 (65.22)	15 (48.39)	30 (55.56)	12 (46.15)	26 (92.86)	38 (70.37)	5 (25)	5 (41.67)	10 (31.25)	37 (42.53)	52 (57.14)	89 (50)
Total	6 (100)	4 (100)	10 (100)	8 (100)	12 (100)	20 (100)	21 (100)	29 (100)	50 (100)	24 (100)	26 (100)	50 (100)	18 (100)	10 (100)	28 (100)	77 (100)	81 (100)	158 (100)

Source: Field Survey Conducted during the Period from 5th September 2011 to 7th March 2012

Data reveal that half of male children are accessing to FM radio through mobile phone, followed by one fourth accessing to FM radio in car. Half of male adolescent are listening FM radio program on mobile phone in car, followed by more than one fourth who can subscribe in car. Over three fifths of male from the youth are accessing to FM radio in car through mobile phone, followed by more than one fourth subscribing FM radio through mobile phone.

One third of female children are accessing to FM radio through mobile phone and in car. Over half of female children are accessing to FM radio through mobile phone, followed by more than one fourth subscribing to FM radio in car. More than two fifths of females in the middle age are accessing to FM radio through mobile phone and car.

Thus, majority of females who are accessing to FM radio are adolescent and youth in Silchar town.

V
GENDER ACCESS TO TV

TV watching is an important activity that is enjoyed by gender through entertaining various programs in accordance with own will or need. The distribution of watching TV programs on various channels by different age-groups in a family is shown in the following table:

Table 4.12 (a)
TV Watching by Children, Adolescents & Youth
(Percentage in Parentheses)

Name of TV Program/Channel		Age-Group (%)									Grand Total (%)		
		Children			Adolescents			Youth					
		Male N=18	Female N=19	Total N=37	Male N=75	Female N=57	Total N=132	Male N=101	Female N=71	Total N=172	Male N=194	Female N=147	Total N=341
Movie	Star Gold/ Zee Cinema	--	--	--	20 (26.67)	17 (29.82)	37 (28.03)	26 (25.74)	13 (18.31)	39 (22.67)	46 (23.71)	30 (20.41)	76 (22.29)
Reality Show	Zee TV/Star Plus	--	--	--	16 (21.33)	18 (31.58)	34 (25.76)	15 (14.85)	12 (16.9)	27 (15.7)	31 (15.98)	30 (20.41)	61 (17.89)
Cartoon	CN/Pogo/ Disney	16 (88.89)	15 (78.95)	31 (83.78)	--	--	--	--	--	--	16 (8.25)	15 (10.2)	31 (9.09)
Sports	ESPN/Star Sports	--	--	--	17 (22.67)	15 (26.32)	32 (24.24)	18 (17.82)	17 (23.94)	35 (20.35)	35 (18.04)	32 (21.77)	67 (19.65)
News	AajTak/ NDTV/DD News	--	--	--	18 (24)	13 (22.81)	31 (23.48)	16 (15.84)	14 (19.72)	30 (17.44)	34 (17.53)	27 (18.37)	61 (17.89)
Animal World	Discovery/ A- Planet	12 (66.67)	14 (73.68)	26 (70.27)	12 (16)	10 (17.54)	22 (16.67)	14 (13.86)	12 (16.9)	26 (15.12)	38 (19.59)	36 (24.49)	74 (21.7)
Serial	Colors/Sony/ Zee TV	--	--	--	--	--	--	16 (15.84)	22 (30.99)	38 (22.09)	16 (8.25)	22 (14.97)	38 (11.14)
Local	BTN/Barak Comm.	--	--	--	--	--	--	15 (14.85)	11 (15.49)	26 (15.12)	15 (7.73)	11 (7.48)	26 (7.62)
Wrestling	Ten Sports	--	--	--	22 (29.33)	14 (24.56)	36 (27.27)	21 (20.79)	10 (14.08)	31 (18.02)	43 (22.16)	24 (16.33)	67 (19.65)

Source: Field Survey Conducted during the Period from 5th September 2011 to 7th March 2012

The table demonstrates that over four fifths of males from the children age-group are watching cartoon on POGO/Disney/CN followed by over two fifths watch animal world on Discovery/A –Planet. Over one fourth are watching movie from adolescent age-group on Star Gold/Zee Cinema followed by nearly one fourth watch and listen news on AajTak/NDTV/DD news. One fourth of male from youth age-group watch movie on Star Gold/Zee Cinema followed by nearly one tenth watch sports on ESPN/ Star sports.

Nearly four fifths of female from the children age-group are watching cartoon serials on POGO/CN followed by animal world (73.68%) watching on Discovery/ A-planet. Nearly one third of female from adolescent age-group are watching reality show on Zee TV/ Star Plus followed by over fourth (29.82%) watching movie on Star Gold/Zee Cinema and over one fourth (26.32%) watching sports on ESPN/Star Sports. Nearly one third of female from old age are watching serial on Colors /Sony/Zee TV followed by nearly one fourth watching sports on ESPN/Star Sports.

Thus, it is observed that majority of male children are watching cartoon on POGO/Disney/CN.

Table 4.12 (b)
TV Watching by Middle & Old Age Persons
(Percentage in Parentheses)

Name of TV Program/Channel		Age-Group (%)						Grand Total (%)		
		Middle Aged			Old Aged					
		Male N=67	Female N=63	Total N=130	Male N=62	Female N=58	Total N=120	Male N=129	Female N=121	Total N=250
Movie	Star Gold/ Zee Cinema	13 (19.4)	14 (22.22)	27 (20.77)	12 (19.35)	13 (22.41)	25 (20.83)	25 (19.38)	27 (22.31)	52 (20.8)
Reality Show	Zee TV/Star Plus	19 (28.36)	21 (33.33)	40 (30.77)	17 (27.42)	19 (32.76)	36 (30)	36 (27.91)	40 ()	76 (30.4)
Cartoon	CN/Pogo/ Disney	--	--	--	--	--	--	--	--	--
Sports	ESPN/Star Sports	13 (19.4)	9 (14.29)	22 (16.92)	12 (19.35)	9 (15.52)	21 (17.5)	25 (19.38)	18 (33.06)	43 (17.2)
News	AajTak/ NDTV/DD News	15 (22.39)	13 (20.63)	28 (21.54)	14 (22.58)	11 (18.97)	25 (20.83)	29 (22.48)	24 (19.83)	53 (21.2)
Animal World	Discovery/ A- Planet	12 (17.91)	10 (15.87)	22 (16.92)	14 (22.58)	12 (20.69)	26 (21.67)	26 (20.16)	22 (18.18)	48 (19.2)
Serial	Colors/Sony/ Zee TV	12 (17.91)	18 (28.57)	30 (23.08)	10 (16.13)	16 (27.59)	26 (21.67)	22 (17.05)	34 (28.1)	56 (22.4)
Local	BTN/Barak Comm.	12 (17.91)	10 (15.87)	22 (16.92)	13 (20.97)	11 (18.97)	24 (20)	25 (19.38)	21 (17.36)	46 (18.4)
Wrestling	Ten Sports	11 (16.42)	8 (12.7)	19 (14.62)	10 (16.13)	7 (12.07)	17 (14.17)	21 (16.28)	15 (12.4)	36 (14.4)

Source: Field Survey Conducted during the Period from 5th September 2011 to 7th March 2012

The table demonstrates that over one fourth of males from the middle age-group are watching Reality Show on Zee TV, followed by more than one tenth who are watching Animal World on Discovery channel and the rest are watching News on AajTak, local programs on BTN etc. Over one fifth of males from the old age are watching Sports on ESPN channel, followed by nearly one tenth, are watching Animal World on Discovery channel.

More than one third of females from middle age are watching Reality Show on Zee TV, followed by over one fourth are watching serials on Colors/Sony/Zee TV. Nearly one third of females from old age are watching Reality show on Zee TV channel, followed by more than one tenth are watching Movie in Star Gold channel.

Thus, majority of females are watching Reality Show, Movie and Local programs that resemble females' impulsiveness for watching TV programs.

Time Span and Frequency

Time span is the total time of watching TV by both male and female members of a family and its re-occurrences. It is seen that frequency of watching TV is daily almost in all age- group of members of a family in Silchar town. In this section, the age-group (13-17) is considered as adolescent, age-group (18-25) is considered as early youth, the age-group (26-34) is considered as late youth, age-group (35- 49) is considered as middle age and age-group (50 and above) is considered as old age. The distribution of time span in watching TV programs of different channels by the different age-groups of family members with their re-occurrences is given in the following table:

Table 4.13
Time Span and Frequency of Daily Watching TV
(Percentage in Parentheses)

Age-Group	Time Span of Watching TV (%)												Grand Total (%)		
	Male N=94	Female N=78	Total N=172	Male N=105	Female N=83	Total N=188	Male N=65	Female N=67	Total N=132	Male N=47	Female N=52	Total N=99			
	30 min– 1 hour			1-2 hours			2- 3 hours			3-4 hours			Male N=311	Female N=280	Total N=591
6-12	16 (17.02)	15 (19.23)	31 (18.02)	12 (11.43)	14 (16.87)	26 (13.83)	15 (23.08)	13 (19.4)	28 (21.21)	--	--	--	43 (13.83)	42 (15)	85 (14.38)
13-17	18 (19.15)	22 (28.21)	40 (23.26)	25 (23.81)	15 (18.07)	40 (21.28)	27 (41.54)	20 (29.85)	47 (35.61)	25 (53.19)	20 (38.46)	45 (45.45)	95 (30.55)	77 (27.5)	172 (29.1)
18-25	28 (29.79)	22 (28.21)	50 (29.07)	17 (16.19)	20 (24.1)	37 (19.68)	--	--	--	17 (36.17)	25 (48.08)	42 (42.42)	62 (19.94)	67 (23.93)	129 (21.83)
26-32	--	--	--	17 (16.19)	9 (10.84)	26 (13.83)	18 (27.69)	20 (29.85)	38 (28.79)	--	--	--	35 (11.25)	29 (10.36)	64 (10.83)
33-39	16 (17.02)	17 (21.79)	33 (19.19)	19 (18.1)	18 (21.69)	37 (19.68)	15 (23.08)	17 (25.37)	32 (24.24)	20 (42.55)	22 (42.31)	42 (42.42)	70 (22.5)	74 (26.43)	144 (24.37)
40-46	17 (18.09)	11 (14.1)	28 (16.28)	17 (16.19)	12 (14.46)	29 (15.43)	--	--	--	--	--	--	34 (10.93)	23 (8.21)	57 (9.64)
47-59	15 (15.96)	15 (19.23)	30 (17.44)	20 (19.05)	18 (21.69)	38 (20.21)	15 (23.08)	22 (32.84)	37 (28.03)	--	--	--	50 (16.08)	55 (19.64)	105 ()
60 and above	19 (20.21)	11 (14.1)	30 (17.44)	18 (17.14)	17 (20.48)	35 (18.62)	--	--	--	--	--	--	37 (11.9)	28 (10)	65 (17.77)

Source: Field Survey Conducted during the Period from 5th September 2011 to 7th March 2012

The table shows that over one fourths (29%) of males in the youth (18-25) age-group are watching TV for about 30 min-1hr., followed by one fifth from old age . Over one fourth (29.25%) of females from youth (18-25) age-group are watching TV daily for about 30 min-1hr., followed by nearly one fifth (15%) from middle age-group. Nearly one third of males from adolescent age-group are watching TV daily for about 2-3hrs., followed by one fifth of youth age-group. Nearly one fourth of female of the household are watching TV.

Thus, majority of males are accessing to TV in Silchar town.

In brief, both male and female have access to newspaper, consequently followed by TV, FM radio, radio and magazine. The gender first provides preference to access to newspaper, second to TV, third to FM radio and radio and fourth to magazine. The major patterns of the gender access to old ICTs are as follows:

Major Patterns of Gender Access to Old ICTs

1. Over four fifth (81.82%) males are children, followed by over three fifths (78.57%) from adolescent, over three fifths from youth and middle age, more than four fifths from old age (87.82%) from vernacular newspaper-reading category. More than half (56.67%) of males of the households are children and over one third from adolescent who are accessing to English newspaper and two fifths (40. 53%) belonged to youth age also read it. Nearly two fifths (38.46%) belong to middle age and the rest more than one tenth (13.65%) belonged to old age also read English newspaper. Over four fifths (83.33%) females of the households are children who are subscribing vernacular newspapers followed by nearly four fifths (77.27%) belonged to adolescent, over three fifths (61.18%) belonged to youth age subscribe, three fifths from middle age subscribe and the rest over most (94.32%) of them from old age subscribe Vernacular newspaper. Nearly four fifths of females of the households are children who are subscribing English newspaper, followed by more than one third from adolescents. Over half (56.67%) of males of the households are children and over one third More than one third (26.67%) of male children and adolescent are accessing English newspaper, More than two fifths (41.18%) of male children are accessing English newspaper. Three fifths (60%) of female adolescents are

subscribing vernacular newspaper, followed by nearly one third (30%) of the children, half of the youth age subscribe, over two fifths of the middle age and the rest over one fifths (22.74%) of the old age read English newspaper. Over four fifths of males of the households from children age-group are accessing to newspaper at home. Over four fifths of females of the households from children are accessing to newspaper at home.

2. More than two fifths of males are reading magazine monthly for about 40-60 min. More than two fifths of females are accessing magazine weekly and monthly for about 40-60 min. Over two fifths of males from adolescent age-group are subscribing Bengali magazine. More than two fifths of females are accessing magazine weekly and monthly for about 40-60 min. More than two fifths of male adolescent are subscribing Bengali magazine. Over two fifths of females are accessing magazine monthly (43.44%), (42. 62%) for about 1-2 hour.
3. More than three fifths of males from the youth age-group are listening local songs followed by over two fifths (44%) who are listening songs, two fifths listening nutrition and good health programs. Over three fifths two fifths of females in the youth age are listening local songs, followed by more than two fifths listening song, nutrition and good health programs. Over three fifths of male youth are accessing to FM radio through mobile phone. More than two fifths of females in the middle age are accessing to FM radio through mobile phone and car. Half of male children are accessing to FM radio through mobile phone. More than three fifths of male adolescent are listening local songs. More than two fifths of females in the middle age are accessing to FM radio through mobile phone and car. Over four fifths of female adolescent are listening local songs. Nearly four fifths of males from middle age-group are listening radio at home. More than three fifths (74.47%) of female from middle age-group are listening radio at home.
4. Over four fifths of males from the children age-group are watching cartoon on POGO/Disney/CN. Nearly four fifths of female from the children age-group are watching cartoon serials on POGO/CN. Over one fourth of males from the middle age-group are watching Reality Show on Zee TV. More than one third of females from middle age are watching Reality Show on Zee TV. Over one fourths (29%) of

males in the youth (18-25) age-group are watching TV for about 30min-1hr., followed by one fifth from old age . Over one fourth (29.25%) of females from youth (18-25) age-group are watching TV daily for about 30 min-1hr.

5. Male newspaper users are found more than male magazine users. On the other hand, female newspaper users are more than magazine users.
6. Males watching TV are more than those listening radio. But females listening radio are more than female TV users.

In sum, old ICTs are highly effective to both males and females by getting information about the nation and also sharing opinion and problems through print, audio and audio-visual media of their own. Domestic women are availing facilities through various programs, Govt. schemes, projects and women's NGOs that enable to improve their living standard and economic conditions. Old ICTs or mass media strengthen female accountability in all respects.