



Television and Development of Women

By Preeti Kumari

Mittal Publications, New Delhi, 2006. N.A. Book Condition: New. xiv+178pp Television is considered a giant medium of mass communication. Due to an audio-visual combination it has thrown back all other media. This book provides the pattern of televiewing among Indian women and the social factors in determining such patterns. It highlights the impact of televiewing in areas of education, social, economic, political, health and environment, It makes women aware about their social, economic and political rights. The study suggests that television has the abundant potentiality for the development of women provided it is used sagaciously. This book will be useful for research scholars, planners, politicians, media workers and social activists.



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