

CHAPTER I

INTRODUCTION

1.1 The Context

The role of men and women are interdependent. Women's inside activities are generally connected with men's outside sphere .It is seen that if women do not manage the household sphere properly, men shall not be able to work outside enthusiastically. The story of women be it in the north or south, first to the third world, is the same. Only the degree of freedom and discrimination differs while their status runs over the same theme 'caretakers of households'. In our country a daughter is taken as a visitor in her natal family. She is not a joyous event for the family as a son. But the son is always welcome member of the family to be cared for and indulged in all possible ways. The discrimination is due to the culturally evolved gender-based differences. Such discrimination has lead to their subordinate status in the society while cultural behaviour, laws and institutional mechanisms reinforce the same. The continuous dominance of the patriarchal values system makes women inferior to men. Many politicians, social workers, human right activities and high personalities have made several recommendations to improve and procure women's human rights in a meaningful way, but we hardly can see the difference or change in women's life in practice.

Women make up about half of Nepali's population which crossed 22 million in 1999. But the female population is not evenly distributed across the country. At the level of the national government there is lack of explicit policy and programme formulation to reduce gender disparities; at the community level, social and religious norms and taboos continue to prevail and constrain the activities of women; and at the household level there is often an overt discrimination against women. Men are expected to be caretakers, protectors and masters of the household and exercise considerable control over women in every walk of life. Children are identified by the father irrespective of whether he is alive or dead. A widow still needs to produce the identification of her husband in any written document. Given the socio-cultural values there is a high degree of son preference. (Mukhopadhaya, 2003).

According to the interim constitution of Nepal 2063 B.S, every citizen deserves equal right in Nepalese society and socio-cultural environment. However in practice, owing to the deep-rooted traditions and customs, there exist discrimination and inequality among and between the various strata of the people, Some of the strata are known as so called 'mainstream strata' and heavily exercise civic, economic and political power of state and government. On the other hand some of the strata are suppressed and exploited by their own countrymen and 'mainstream strata'. These oppressed strata of the people are marginalized and excluded in the development process of Nepalese

society. Out of such exploited, excluded and oppressed strata, women in the media of Nepal are major marginalized group of Nepalese socio-cultural scenario. Until and unless the women are not addressed in the media, the women's need and importance in the development will lack and decision making process is not insured, the goal of national integration will remain unattainable. Media plays a significant role in our society today. It is all around us, from the shows we watch on television, the music we listen to on the radio, to the books and magazines we read each day. One is solely dependent on technology, henceforth, the entire concept of mass communication came into being. Information technology has advanced so much in the recent years that it is now possible for the people, while sitting in the drawing rooms to witness the events taking place in the space. National boundaries hold no barriers.

At present women are engaged in different professions in which media is one of them. Today's age is the age of information and technology. The continuous development in the information and technology and communication channels has been the main reason to create a dynamic modern age from the Old Stone Age. In the past 5-6 years F.M stations have mushroomed up in the hometown Pokhara which have been acting as the main attraction to all age groups. Increasing number of media houses around has definitely increased the number of women in F.M stations. In addition there are lots of media schools, institutions and collages now in the city where

number of girls are high in comparison to boys.

Radio is the most effective mass media in the world, today it has a wider reach and popularity in different places. It plays a pivotal role in fostering social change in society. It makes aware of various issues such as inequality, injustice and violence, social, political and economic discrimination and environmental problems. Moreover the radio station helps to generate public opinion for the development and uplifting of oppressed and marginalized communities by providing opportunities for members of these communities to stand up for their rights through their participation in rights-based programmes. Radio has been playing a major role in monitoring the new government as Nepal goes through a very critical political transition. It plays as a strong medium for the concerned groups especially marginalized sectors such as women, dalits and indigenous people to ensure their rights in the constitution. Similarly, “ FM radios are most effective medium to bring local subjects in public to solve the problems like supply of water, electricity, education, good governance, environment, etc. Interaction programmes are fruitful to solve the problems rises in the society. Though it seems difficult to solve the problem it give the information to the public in correct time and encourage them to sort out the solution through interaction which makes the issues transparent to the public.”(Parajuli,2058)

Radio has seen many uses throughout the 20th century . It was used in many

wars throughout the century including the First and Second World Wars as a method of communication between soldiers, and later in airplanes both military and non-military as a method of pilot-to-pilot or pilot-to-ground communication. Radio also has classically been used to distribute many different forms of media to the public, including music, news and other such content. Although the development of television, more complicated and popular electronic technology has arrived, still radio has its own set of followers. The opening of the FM radio to private channels has infused a new life to radio. As it does not require a high qualification, young generation are more attracted towards this field.

A person who runs the programme in a radio is known as Radio Jockey(RJ). It is a thrilling job where an RJ needs to entertain and interact with a very large audience. The success of a show depends entirely on how talented the radio jockey is. It is the only profession in which one may be recognized by their voice. Normally the task of an RJ is to entertain the listeners by playing music or conveying messages in a most attractive and sophisticated way. RJ should be diplomatic in character as they have to interact with people of different nature. They must maintain a down-to-earth and approachable attitude so that listeners can comfortably make calls and speak their hearts out. Successful RJ have the ability to twist and turn their speech according to the situation.

There are two types of radios in use in different parts of the world, they are

AM (Amplitude Modulation) and FM (Frequency Modulation). AM or Amplitude Modulation is a method of radio broadcasting where the frequency is modulated or varied by its changing amplitude. Radio frequencies for AM broadcasts are expressed in kilohertz (khz). AM radio signals travel large distances and can achieve very wide coverage areas. On the other hand FM or Frequency Modulation is a mode of radio broadcasting in which the frequency of the transmitted wave is modulated or varied with the amplitude or pitch of the signal. Radio frequencies for FM broadcasts are expressed in megahertz (mhz). FM radio signals have good immunity to electrical interference and provide consistent quality reception during the day and night. The geographical coverage area for a high power FM transmitter can be up to 100 kilometers but much less from less powerful FM transmitters. At present among them FM radios are more famous than AM radios. In short radio contain all what is needed and desired by every person relating to any field of life. It plays a manifold character in almost all fields of life and are becoming more and independent day by day.

1.2 Statements of the Problem

It is widely accepted that the media are an extremely powerful and influential tool. However, the media in Nepal do not represent women adequately or in a balanced way. Journalism in Nepal is a male dominated occupation. Few women are attracted to the media due to women's role in Nepali society. The convergence of new media technologies and entry of private media

organizations in the last decade has increased the number of women working in both print and electronic media. However, women have not gained parity with men in terms of participation and decision making. Top management is still entirely male dominated and patriarchal with only a negligible number of women holding senior positions. Although women have become more visible particularly in radio and televisions as presenters, announcers and reporters the gender division of labor is highly pronounced in production, creative and technical departments, which are male dominated. Increasing number of media houses around the country has definitely increased the number of women in radio but their sustainability in the profession is not very fine. Lack of gender friendly environment, family and social barriers, high expectation but less achievements, more economical benefits and high positions in any other profession rather than journalism has discouraged the female journalists. In addition there are lots of media schools, institutions and collages now in the city where number of girls are high in comparison to boys.(Bastola, 2010)

That is why researcher of the study have aimed to investigate the role, the challenges and the problem faced by the women RJs in the F.M stations .

- What is the perception of women RJ towards their own profession?
- How is the behavioral attitude of family member towards this job?
- What is the attitude of members of society towards the women being RJ?
- What is socio-cultural changes are brought by the profession?
- What encourage women to become a RJ?

- Are they satisfied with their job and wages?
- Is the role of women RJs is same as the men RJs in FM stations?

1.3 Objectives of the study

General objective of this study is to document the challenges and problem faced by a women RJ in the F.M stations in the male dominated society, while the specific objective are as follows:

- To study the factors that encourages the women RJ to go ahead for job.
- To observe the challenges and problems faced by the women RJ.
- To analyze the women RJs roles and responsibilities to the society.

1.4 Definition of Terms:

The different terms and concept used in this study are defined as follows:

Media: It refers to the FM radio stations in Pokhara Valley. Generally media is vast in meaning which includes electronic media like television, internet, etc, and print media such as newspaper, magazines, books, etc. Here, researcher has chosen the term media as a FM radio which refers to the electronic media.

Women: It refers to the female RJ working in different FM stations. Some female were married and most of them were unmarried. It refers both the married and unmarried female RJ in the FM stations of Pokhara Valley.

RJ: There are both male and female RJ working in the FM stations of Pokhara as RJ. RJ denotes as Radio Jockey, here it refers to the female RJ in media of Pokhara.

Skill: It refers to the knowledge of media sector and efficiency in subject matter which includes the RJ's capacity to communicate the audience, her creativity, her sense of humour, her good voice and her proper language while running any programme in the FM stations.

1.5 Limitation of the Study

The limitations of the study are given below:

1. Basically, this is an academic study. It has been undertaken within the boundaries of limited time, budget and other resources. Though it has studied the condition of women media workers, it has focuses specially on the female RJs in the F.M stations. And has been confine only to those female who were supposed to work only the radio station it is because of the time frame.
2. Though my research is based on fully descriptive and explorative, but it has not studied about domestic and family related aspect neither it has seen the impact of migration. But it has reflected the reality of women's condition in the F.M radio stations observable in selected area of Pokhara.
3. It has also shown the role and importance of the women RJ in the development of the society thus, the finding and conclusion drawn

from this study may not be widely generalized exactly in the same manner for other conditions of female in the media sectors in Nepal. Obviously, some generalization can be made while considering the cases of female's conditions in the media with the other groups of people in Nepal. It can also be generalized in same geographical/ecological condition and same socio-cultural scenario.

1.6 Rationale of the Study

The study, although was a small while it has aimed to help to have a socio-cultural understanding about the women media workers. This study has also helped to know the present trend of female's role and importance. Gender discrimination is found to be one of the biggest human problems not only in the social sector but also to every corner of the country. Media occupies a vital place in the modern world. The trend of gender discrimination is an alarming in relation to the democratizing the media sector and hence threatening the smooth running system media. In short it had made great problem in the every share of lives, which is needed to be identified in the right time.

It is expected that this study has been able to provide concerned parties with information and suggestion that can be very useful in formulating appropriate policies regarding the women issues in media. Thus ultimately it may help to make the provision for long run of the gender equality of the concerned group.

1.7 Conceptual Framework

The conceptual framework has drawn below that indicates the different factors that influence women to come in media as RJ. The major motivating factors, challenges and problems and their possible outcomes are shown in the following interrelated channels.

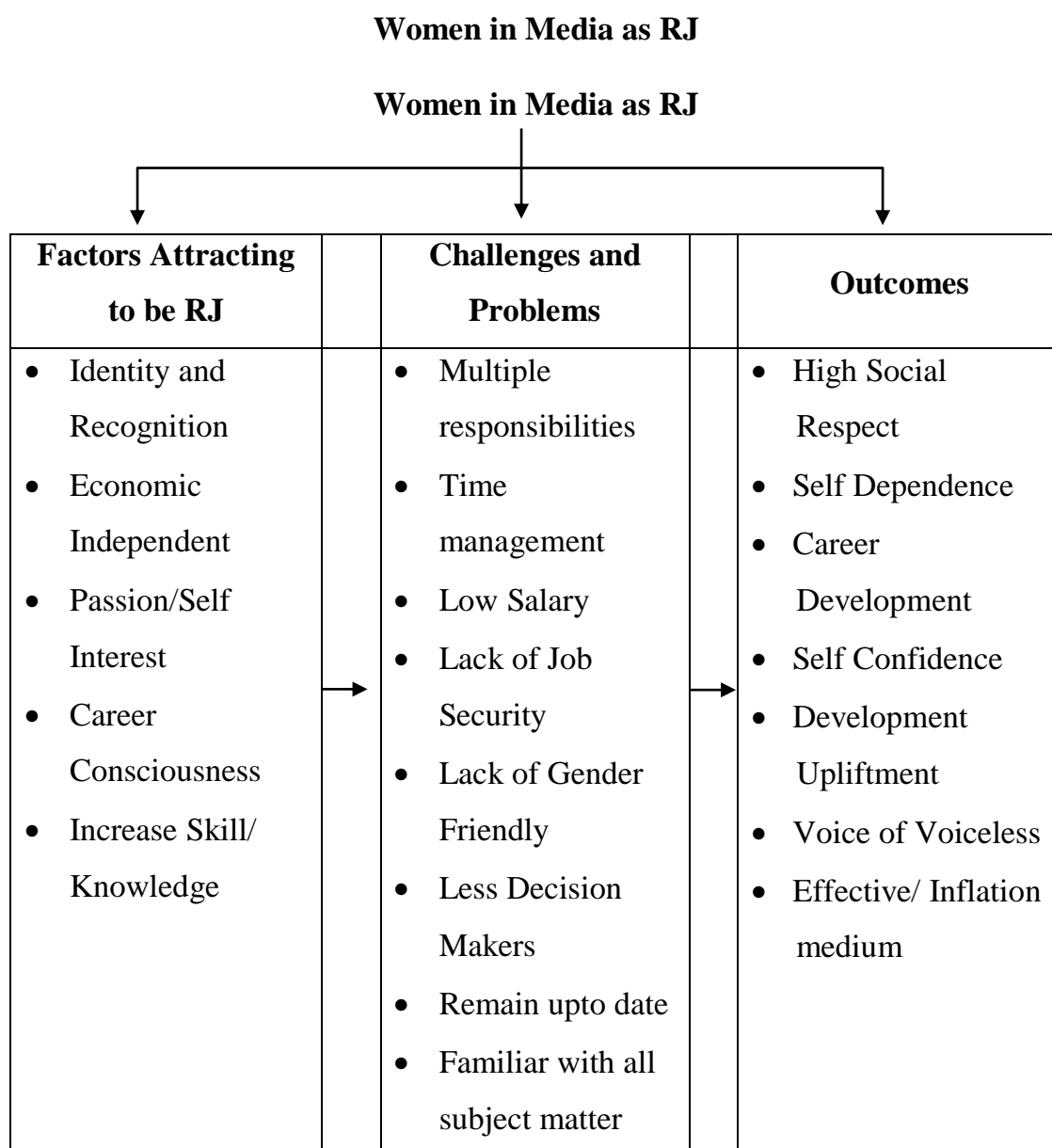


Figure 1.1: Women in Media as RJ

As the figure depicted many young generation are very much influenced by the media which attract them to join the media field. Normally they want to join the media field as an RJ (Radio Jockey) or VJ (Video Jockey). Being an RJ gives them a recognition in the society and they also become economically independent. Women are attracted towards media to develop their career and increase the skill and potentiality. It is their passion and self interest to be an RJ. They prefer fresh style of presentation and come up with diction and also need to be energetic and enthusiastic who possess a passion to entertain the audience. The main task of an RJ is to entertain and engage audience in such a way that they feel as events are going in front of them.

There are many challenges and problems in media field for women, they have to perform the multiple responsibilities in the household chores and in the workplace too. They are unable to work in the morning and late night programmes which affects their salary and the job. They have engaged themselves only in entertaining programmes rather than hard talk programmes which includes the political, social, cultural and current issues of the society and the world. The decision making power of women RJ is very less because there are very few women RJ in managerial posts. It depicts that the women need to work very hard to cope up with the male counterparts. In spite of workload in the house and in the workplace she needs to be aware of present world and current situation of the society and country. She needs to be up-to-date of latest musics/songs and happenings in both national and international levels.

Thus, the media person has got high social respect in society and the family. In today's context, everybody has a desire to be noticed by each and every person. It creates self dependence on women. The more they give time to the FM station the more they can earn money besides name and fame in the society. FM station has become the good platform for the women to develop their career. They develop their self confidence as RJs have to deal with many great personnels for interview and talk programme. RJ has got talents to hold the audience in their programmes. They have an important role and responsibility to inform the reality of any issues and events regarding to the society, nation, environment, development, etc to the public on time. Therefore, women in media have been working both in the development of themselves and for the betterment of the country. They are so much trusted by the audience which gives a lots of love and admiration by the listeners. FM radio has become so much effective medium in the media field that nobody can live without listening it. Media is taken as a central factor of life around the world. It the voice of the voiceless and has a great force in building the nation.

1.8 Organization of the Study

This thesis consists of seven chapters where in chapter first highlights the background, statements of the problem, objectives, limitation and conceptual framework. Similarly chapter second includes the review of different literatures about media, gender and contemporary studies of media

related in Nepal. Likewise chapter third includes the research methods. Chapter four includes the demographic characteristics of respondents which encompasses the composition of age, caste and ethnicity, marital status, education, religion and the type of family of the respondents. Similarly chapter five includes the opportunities and challenges for women RJ which encompasses problems of women RJ, opinion about male co-officials, the programme difficult to run, salary sufficiency, job satisfaction and economic independent in the family. Likewise chapter six focuses on the roles and responsibilities of women RJ in the FM stations and the society. Finally, chapter seven includes the overall summary, findings and conclusion of the study.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Perspective

2.1.1 Theoretical Review on Gender

Gender roles arise are learned behaviours in given society conditioning which activities, tasks and responsibilities are considered feminine and masculine. Gender roles arises from the socially and culturally assigned differences between men and women. These are changeable and a with class, race, caste, ethnicity, religion and age and with time. They influence the division of labour, which reinforces existing power relations and access to resources, benefits, information and decision-making when working at gender, it is crucial to bear in mind the differences between sex and gender (Thapaliya 2004).

2.1.2 Social Structure in Gender

Gender is the term used to describe the relations between men and women that, although based on biological differences are socially and culturally created. For example, although the biological fact of having a child doesnot in itself, make it impossible for a women to have job, she may be prevented by a number of factors determined by gender: among them cultural norms restricting women to the home stereotypes about suitable jobs for women or the lack of child care and family services. In spite of the different degrees and forms of gender inequality the system is universal. Women have in common

the multiple activities they are expected to carry out while their official sphere is the home and family. Gender structure social, political and economic relations and shapes values and attitudes throughout society. An important aspect of gender-based analysis is that it moves away 'women issues' to considering structure that affect and are affected by both men and women. Explanation of the origins of gender include anthropological, psychoanalytical and economic analysis among many others. What is important is to see gender as a social construction and not a law of nature. This means that it can be challenged and ultimately, transformed. (Bullock, 1994)

The deep-rooted cultural issues and structure of patriarchy and Patrilocality put high cultural religious and other values to son against the daughter, generally in Hindu culture dominant rural areas in Nepal. As a direct result women have to struggle to survive in an environment where they performed subordinate role. They live under male as subordinate (Father, Brother before marriage, Husband after marriage, son after the death of the husband) all their life, as they are economically depending on them due to existing property low structure (Malla, 2000).

Women carry a triple burden in the society; as a producer/ worker she contributes directly to subsistence and income; as a mother and wife care for the family members and the children; as a community worker she gives all her

leisure hours and labour to the society. As for a women's access to property and modern avenues of education, skill development and knowledge is concerned, Nepalese women in general lack far behind the men (Acharya, 1997).

Women in Nepal, as elsewhere, hold triple responsibilities of reproduction, production and community management. However reproduction isn't treated as work and household activities is not considered as a predicting job at least by the state organs. Women suffer from discriminatory practices in opportunities for education, personal mobility which is required among others for skill development and independent decision- making is highly restricted. Women in Nepal work for longer hours than men have many opportunities to gainful employment and posses extremely limited property right. Lack of access, control over the property, mainly landed property women are deprived from decision making about the household income (NESAC, 1998)

A review of early development models, such as the "Growth model", the "Trickle down Model", the "Equity-Oriented Model", or the "Integrated Rural Development Model" reveals that non of them adequately addressed the mass poverty and inequalities, including gender inequalities. Experiences has revealed the insufficiency of such models, and forced development planners to look in different direction. Addressing gender inequalities in the Third World is a fairly recent innovation, both in academics and in development.

Recently the realization has been spreading that any development model which does not include women's needs and contributions will be fatal flawed ignored gender inequalities, and thus failed to harness Nepalese women's potentials for contributing to the national development. The impact of the International Decade for Women (1980-1990) was set at the national policy level for the first time for the women's participation in development.

The paper has used the gender and development GAD framework in its discussion and analysis. The existing literature shows that there were women in development WID approach prior to the emergence of GAD approach in the 1980s. The primary focus of the WID approach was on the inclusion/integration of women in the development projects embedded with the objective for making them more efficient. But the GAD approach attempted to address inequalities in the social roles of men and women vis-à-vis development. It has also linked the productive and reproductive roles of women with the assumption that the social construction of these roles primarily triggers the oppression of the women. Understandably, gender is the system of socially ascribed roles and relationship between men and women, which are determined not by biology but by social, political, and economic context. Given the fact that gender roles are learned, they can change over time (Moser 1989, and Regmi, 2000).

The framework is useful for data collection and analysis at the micro-level in gender division of labour between men and women and their access to control over various resources. Moser framework focuses on the three components such as the women's triple roles (productive, reproductive and community roles), practical and gender needs and categories of WID/ GAD policy approaches. There has also been an emphasis on the empowerment of women by addressing the issue of inequalities and imbalance power relations between men and women and improving the gender relations in the community. Women's empowerment framework attempts at bringing women into the equal position to that of men. It focuses on the five hierarchical levels of equality-welfare, access concentration, participation and control. It is considered to be very useful tool for planning, monitoring an evaluation of a project which translates the commitment of empowerment into action (Longwe, 1991 and Regmi, 2000).

2.1.3 Women and Dependency

The root of underdevelopment in the dependency perspective is economic dependency. The cause of economic dependency is the cause of relations of economic domination and subordination by patriarchy. The main cause of women's dependency is the patriarchal domination. Males are entertaining all the facilities and women are limited in household activities. Dependency theory provokes all these problems in relation with male and female in the society. This is the characteristics of traditional society. It is related to the

political and economic relations. The underdeveloped nations remain underdeveloped because they are economically dominated by developed capitalist nations. They exploit the resources and the wealth” (Sanderson 1991). It is because the discrimination institutionalized by family, society, market and the state. As a result women remain marginalized in their pursuit of equality. Various factors ranging from socio-economic, cultural and religions to political and legal, have played a role in affecting the status of women.

Likewise women are exploited by male partners since the early time. The statistics supports these facts. The social status of women is very low and decision making opportunity is also weak due to their economic dependency on men. Most of the women are living under male subordination. The number of female out of thirty eight thousand in government special class post 496 women are working in officer rank and eight thousands three hundreds and seventy five women are working in non officer rank,57.8% females are engaged in agricultural field only. 10.8% own land and 5.5% house ownership is registered in land revenue office, 57.5% females are illiterate. It is the census above six years old. (CBS,2006)

2.1.4 Women and Media

Women participation in media has to be seen in three aspects firstly how does a media uses a woman, secondly how does a media presents a woman and

thirdly how does a woman uses media in the production of information and programme. Today there is not only the development of media in the world but we can also see the varieties of media around us. With the development of varieties of media, number of women are also attracted to the media field. Women are especially attracted to the electronic media. Anju says that media can fulfill the feminists' necessities which is said to be the women's participation and presence in media. But there is a point to be noted that women are participating in media only to hold a job for the short period of time. There are less women in media who are aware of gender equality and feminism. Women working in FM stations are said to be unknown about the question of gender which can be taught them through training. Though, at present more and more women coming in media should be taken in a positive way. Women are working as news taker and news maker, they can host the programme, edit and produce the programme. Many women are actively participating in electronic media like television and FM radios and also exchanging the information and news through internet too (Chhetri 2064).

Women owned businesses are still the backbone of our economy. Women in business Radio is here to empower and give women in business a place to grow their reputation as well as awareness of other women they can connect with growing a stronger network.

Feminist have an opinion that women should participate actively in media so that the nature of news coming out in women issues would change. Beijing 4th

world women conference had pointed 12 points which affect the women development and equality. Among them 'women and media' was one of the main point. Few years back the participation of women in media were very less. They were not able to stand as a strong media person in front of men (Chhetri,2064).

It is because the rules and decision makers were men, they provided a less opportunity to women in media, on the other hand women didn't get their salary on time, there were no security on their job and society's social structure affect them to participate in media field. There were also less women in government media like Radio Nepal, Nepal Television, Gorkhapatra Sansthan and Rastriya Samachar Samitti too. In the context of Nepal there is a less participation of women in media because of household works, difficult to manage the double role in an office and house, can't give time for study, decision maker's less trust on women, less training to women, less economic and social security and difficult to manage time with compare to other jobs

But today the situation is different, many women want to enter this field because of its bright future, increasing opportunity to women, increasing subject matter on women like hosting the programmes, news reading and announcing matter like gender consciousness and taking women in media in a positive way. Therefore men should develop the qualities like creativity and interpreting capacity within them. A family support is a big thing to women in

this field. To become a successful media person women need to give her dedication and time, feeling of interest, training and experience. After that she needs capacities like editing and producing programmes, knowledge of subject matter, quick decision making power. She needs a basic knowledge of subjects like history, science, economic, politics and sociology. Many feminist have an opinion-if women participate in media they can bring out the programmes on women issues. On the other hand being women it is not necessary to run a programme only on women issues, its their choice and interest. Feminist says that '*mahila bishay*' the subject of women should not be taken as cooking food, nurturing children or decorating house, it is necessary to look politics, economics, social, education, health, law, culture, job and all field on women's point of view. Women in media themselves become responsible to get quality participation in media.(Chettri 2064)

Wiped off many newspaper pages and television screens, at a time when women had much to say about events that affected them deeply. The people handling this crisis are men. It is men who perpetrated this violence and men who organized the response. The power structure is exposed at such times, as the token women into the background... (Gautlett, 2002)

The bunting articulates is a frustration that women's already fragile place at the news table is instantly rescinded when really serious events need to be reported, and women's complex involvement in and relationship to war, is

summarily reduced to more victimhood, weakly in thrall to the murderous whims of men (DelZotto, 2002). Mahatini (2000) pointed in the report that, ‘almost all of the women interviewed readily suggest that their own status as a women influenced the told stories as a journalist. Many of the women journalists in this study explained that their gendered identities played a pivotal role in how they carried out their job.

Since the mid-1990s, successive studies have attempted to map and analyze the ways in which women are portrayed in factual media, and that *her* story is not especially positive, showing as it does a pattern of marginal presence on the one hand and stereotyping on the other hand. In 1995, the Global Media Monitoring project undertook a simultaneous monitoring of news media on one day across 71 countries in order to explore patterns of gender representation in news. In that study, it was discovered that globally, 19 percent of individuals featured in news stories were women and that the most popular roles they occupied were as victims, mother and wives (Media Watch 1995).

2.1.5 FM Radios in Nepal

Radio Nepal was established on 1st April 1951. Initially the transmission covered duration of 4 hours and 30 minutes through a 250 watt transmitter. Over the years, Radio Nepal has strengthened its institutional capacity considerably and diversified itself in terms of programme format, technical

efficiency and coverage. Radio Nepal airs programmes on short wave, medium wave and FM frequencies. Regular broadcasts cover duration of 18 hours everyday.

“It is impossible to get the exact answer of the question-“when did Nepalese started to listen radio? It is also difficult to find out the first person and the first date to listen radio in Nepal. Though there are some facts which proves that Nepalese has been listening radios for approximately 75 years. Prottyoush Onta has imagined that Nepalese has listened radios during 1980 B.S. in India before the establishment of Radio Nepal. But these people were already dead and could not pass the radio listening experiences to the next generation. In 1929 Madan Mani Dixit has shared that his uncle Dev Mani Dixit brought a radio from Britain to Kathamandu. Madan mani had participated in listening radio with his uncle and it is said that his uncle’s radio might be the seventh radio in Nepal. In Fact the Ranas and the people from the boader side of Nepal and India have been listening radios before 1929. When the radio stations were build up in India, it got an important place in high class of Indian society. Similarly the rich people of Nepal also began to buy radios, but without the permission of Ranas nobody can keep radios with them. In 1939 during second world war when the British Army were defeated the Ranas began to grab all the radio sets from Nepalese people and kept in Singha Darbar. There were 400 radio sets and afterwards given back those radios to the respective people when the British Army had a victory in the

war” (Humagai, Onta and Parajuli, 2005).

2.2.6 Media And RJ(Radio Jockey)

A radio jockey or RJ is a person who hosts a radio talk show, where they select the music to be played by interacting with the audience via telephone. Lately the term started to be associated with radio show hosts who interact online with viewers with or without playing a song. The medium of radio which was once considered to be the synonym of boredom for the youngsters achieved brand new heights with its fresh style of presentation and it is considered to be a hot profession. These days a RJ not only plays a part of the navigator but his/her main aim is to entertain the listeners and simultaneously provides regular online information. Different RJs has its own style of presentation of programme. A sweet mid to heavy voice is considered suitable for broadcasting but moreover it depends upon an aptitude, overall confidence and personality RJ to deliver all of it through voice.

The job of a Radio Jockey is of diversifying nature depending on the subject matter of the programme. They can be called to host or anchor a show anytime of the day or night. Their job profile includes selecting music, scripting and presenting radio shows. They can find work in organizations of the government and other independent radio stations.

2.1.7 Paid and Unpaid Work

We often tend to think of work as equivalent to having a paid job, but in fact this is an over-simplified view. Non-Paid labour (Such as household activities or repairing one's car) looms large in many people's lives. Many types of work do not conform to orthodox categories of paid employment. Much of the work done in the informal economy, for example, is not recorded in any direct way in the official employment statistics. The term informal economy refers to transactions outside the sphere of regular employment, sometimes involving the exchange of case for services provided, but also often involving the direct exchange of goods or services. Housework, which has traditionally been carried out mostly by women, is usually unpaid. But in working, never the less- often very hard and exhausting works. Voluntary work, for charities or other organizations, has an importance for all the reasons listed above- but the categories of 'work' stretches more widely (Gidden, 2001).

We can define work, whether paid or unpaid, as being the carrying out of task requiring the expenditure of mental and physical effort, which has its objective, the production of goods and services that cater to human needs. And occupation or job is a work that is done in exchange for a regular wage or salary. In all cultures, works is the basis of the economy. The economic system consists of an institution that provides the production and distribution of goods and services.

2.1.8 Women and Work

Throughout the history man and women have contributed in producing and reproducing the social works around the both on a day-to-day basis and over long period of time. Yet the nature of this partnership and the distribution of responsibilities within it had taken different forms over time. Until recently, paid work in western countries predominantly the sphere of man. Over the past few decades, this situation has changed radically: more and more women have moved into the labour force. Today between 35 and 60 percent of women aged between 16 and 60 in most European countries hold paid jobs out of the home. It also explains how the origin and implications of this phenomenon became one of the most important transformations happening in modern societies at the present time. It describe how some current changes in the world of work, such as new information technology and flexible employment patterns are influencing women's experiences in the labour market.

2.1.9 The Growth in Women's Economic Activities

Since the beginning of the 20th century, women's participation in the paid labour force has risen more or less continuously. One major influence was the labour shortage experienced during the World War I. During the war years, women carried out many jobs previously regarded as the exclusive province of men. On returning from the war, men again took over most of those jobs but the pre-established pattern had been broken. In the years since World War

II, the gender division of labour has changed dramatically. Though women accounted for only 29 percent of the labour force in 1945, that figure has now reached to 45 percent. In 1997 more than 75 percent of women in Britain aged 25-24 years were economically active, meaning that they were either in paid work or were looking for work; in 1971 only half of the women were economically active (Gidden, 2001).

There are the numbers of reasons way the gap in economic activity rates between men and women have been closing in recent decades. First, there have been changed in the scope and the nature of task that have traditionally been associated with women and the 'domestic sphere' as the birth rate has declined and the average age of child birth has increased, many women now take on paid work when young and returned to work after having children. Smaller families have meant that the time many women previously spent at home caring for young children had been reduced. The mechanization of many domestic tasks has also helped to cut down the amount of time that needs to be spent to maintain the home. Automatic dish washers, vacuum cleaners and washing machine have made the domestic workload less labour intensive. There is also evidence that the domestic division of labour between men and women is being steadily corded over the time, although women certainly still carry out more domestic tasks than that of men.

2.1.10 Gender and Inequalities at Work

Despite possessing formal equality with men, women still experience a number of inequalities in the labour market. In this section we will look at three of the main inequalities for women at work; occupational segregation, concentration in part-time employment and wage gap (Giddens, 2001).

i) Occupational Segregation

Women workers have traditionally been concentrated in poorly paid, routine occupations. Many of these jobs are highly gendered – that is, they are commonly seen as ‘women’s work’. Secretarial and caring jobs (such as nursing, social work and child care) are overwhelmingly held by women and generally regarded as ‘feminine’ occupations. Occupational gender segregation refers to the fact that men and women are concentrated in different types of jobs based on prevailing understandings of what is appropriate ‘male’ and ‘female’ work.

Occupational segregation has been seen to possess vertical and horizontal components. Vertical segregation refers to the tendency for women to be concentrated in jobs with little authority and room for advancement, while men occupy more powerful and influential positions. Horizontal segregation refers to the tendency for men and women to occupy different categories of jobs. For example, women largely occupy domestic and routine clerical positions while men are clustered in semi-skilled and skilled manual positions. Horizontal segregation can be pronounced. More than 50 percent of women’s

employment(compared to 17 percent of men's) in the UK in 1991 fell into four occupational categories; clerical secretarial, personal services and 'other elementary'.

ii) Concentration in Part-Time Work

Although a growing number of women now work full time outside the home, large proportion of women are concentrated in part-time employment. In recent decades opportunities for part-time work have grown enormously, partly as result of labour market reforms to encourage flexible employment policies and partly due to the expansion of the services sector.

Part-time jobs are seen as offering much greater flexible for employee than full time work. For this reason they are often favored by women who are attempting to balance work and family obligations. In many cases this can be done successfully and women who might otherwise employment became economically actives. Such as low pay, job insecurity and limited opportunities for advancement.(Gidden:2001)

iii) The Wage Gap

The average pay of employed women in Britain is well below that of men, although the difference has narrowed somewhat over the past thirty years. In 1970 women in full-time employment earned 63 pence for every pound earned by a man working full- time; by 1999 it rose to 84 pence. Among women working part-time, the gap reduced from 51 pence to 58 pence over

the same period of time. This general tendency towards closing the ‘wage-gap’ is rightly seen as a significant step in the move towards equality with that of men.

Several processes are affecting these trends. One significant factor is that more women are moving into higher-paying professional positions than was earlier the case. Young women with good qualification are now as likely as their male counterparts to land lucrative jobs. Yet this progress at the top of the occupational structure is offset by the enormous increase in the number of women in low –paid part-time jobs within the rapidly expanding service sector (Giddens, 2001).

2.2 Review of the Related Literature

Acharya (1981) has compiled a book entitled “Status of Women In Nepal”. She stated that traditionally in Nepalese society, caste, clan and family alliances are predominant factors in social interaction. This factor influences women’s status in different ways (Cited in Koirala, 1997).

Thus the changes in socio-economic factors in Nepal are gradually leading to changes in the lives and status of Nepali women. Acharya found that in Nepal as in most other developing countries there is a large disparity between male and female literacy rates. The situation of women in developing countries like Nepal is much worse than in the developed ones, still at the beginning of the 21st

century. The reasons are patriarchal attitude, conservative tradition, literacy, ignorance, poverty and superstitions. Women have been treated as second class citizen. They have also less prestige, power and privilege than their male counterparts in the society.

In today's context the cost of living is very high, so the added sources of income earned by women jobs outside the house is very helpful indeed. Once the women start earning, their socio-economical status will also improve. It helps them to maintain and improve decent standard of living. For this reason women had started to take up jobs outside while continuing to perform their traditional household chore as a housewife. The changing socio-economic conditions of women are a taking place. In the modern developing society a man doesn't perform the dual role. But the modern society has created such a situation for women that she has to play dual role of working women and housewife (Acharya and Bennett, 1982).

The study undertaken by Acharya and Bennett (1981) reflects that in Nepal through all income strata people express less desire to educate girls than boys. This is manifested in two ways: i) fewer people are willing to send girls to school and ii) even among those who send the girls to the schools, there are very few who want as much education for the girls as for boys. However, in her study, Acharya found that women in government service as well as government institutions seems to be concentrated at low levels in gazette post

and at higher levels in non-gazette post. Women's generally have middle level or higher education, so they enter the government service at higher clerical and lower gazette (officer) levels. There are a number of factors related to women's expected social roles such as household and child care responsibilities, limitation on mobility and late improve their qualifications and hence diminish their prospects for promotion usually freezing them at the lower levels (Acharya,1981).

It study reveals that education and employment for women has positive relation. Education not only give facilitie of employment but it is a manifestation of and stimulate to the achievement of motivation. The work load of employed women within Pokhara Sub-Metropolitan City had been analyzed by Koirala (2005). The study shows the context of employed women of Pokhara valley. The employed status is very pathetic because very less percent of women are involved in decision-making. Therefore there is no equal opportunity between male and female. In case of work load, the surveys in the work types and in leisure time find that 64 percent of the women's are involved in household activities. The study identifies the important difference in females and males' role and responsibilities. It explored and analyzed the differences between the types of works performed by women and men in particular social, cultural and economic circumstances.

The socio-economic status of women in Nepal is very poor. But urbanization,

education and employment in Nepal have brought changes to some extent in the position of the women which in terms of equality, individuality and independence. Education, occupation and income are certain structural factors in the status of the women, have brought a change in their cognitive structure as well. The family has been the key determinant in the status of women in traditional society. Before marriage the status of women is measured through the status of parental family and after marriage it is the husband's family playing a vital role in the education and development of women. The basic assumption is that educational achievement of the women and their entrance into jobs is largely a reflection of the socio-economic status of their families. (Koirala, 1997).

Women's economic empowerment is absolutely essential for raising their status in society. Visits to several hundred villages spread throughout the country and large scale interactions with rural and urban women and questioning them about their needs always elicited the same answer: 'give us jobs-we can do the rest'. Several studies have also indicated that women's employment leads to better education health and skill development of the family and certainly better opportunities for the girl child. (Seth, 2001)

Besides all those barriers and lacking for the enhancement of the female journalists, at the present scenario, due to development of mass media in Nepal, female journalists are highly increasing in the field, especially in electronic media. In addition, gender discrimination is not only the problem

of Nepal. It is worldwide reality. Nevertheless, it may vary from nation to nation. Women are facing different kinds of discrimination and violence in different places and are taken as a commodity and often treated negligently in the society. Women are not allowed to participate in public activities even though such activities may be related with women. Not only in home affairs women are also discriminated widely by the law. The discrimination and violence against women seems even more in context of Nepal. Nepal, where the majority of the total population is of women, is yet very much influenced by the traditional attitude, customs and religious culture. This traditional concept has influenced all the sectors including media. Similarly, according to a research conducted by Sancharika Samuha (2005) on “ Status of Women Journalists in Nepalese Media”, there are only about 12% women working in media and, among these, only a negligent number occupy decision-making positions. The research report further states: Women’s participation is minimal in the journalism sector in Nepal and those who join the profession are not able to give it long-term continuity. The reason for this is that journalism is not considered a suitable profession for women, as the mobility of most Nepali women is very restricted. Data shows that, amongst the total participants (124) involved in the research, 65 percent of women journalists are working with FM radios. The second high percentage are in television sector. Very few women are associated with “New Media” or “Online Journalism”.(Lekhmala, 2006)

Radio being a very dynamic medium giving out information and news by the second requires spontaneity, sense of humour and good communication skills. Besides, RJ should have language skills with correct pronunciation and clear diction. People listen radio if RJ has something new to share. She should be up to dated and need to keep track of the happenings in and around the city.

(Rana, 2007) One of the most significant break-through in the last century was the globalization of the feminist agenda. In this connection, the event that caught the maximum world attention was the “Fourth World Conference on Women” held in Beijing in 1995. The conference established a strong international consensus to promote women’s and girl’s rights as the key to development everywhere. In many ways, it forced several government leaders to revisit their national landscape for women’s concerns. It also recognized the critical role that media plays in the portrayal of the image of women in society. The “Beijing Platform For Action (BPFA)” specified plans and strategies that would make it possible for the advance in information technology to facilitate the empowerment and development of women all round the world. It noted the continuous projecting of negative and degrading images of women in media- electronic, print, action so that the media would be a part of the scenario of change.

Drawing the inspiration from the Beijing Conference, the Women’s Media Forum, called “Sancharika Samuha” was established in Nepal in Aril 1996. The objective of the Forum is twofold: first to empower the women working

within the media, and second to use the potential of the media to promote and advocate for women's issues and rights. The Forum faced a lot of hardship during the initial stage when it was trying to gain recognition from government and professional media institutions that were not too eager to see a secular women's media group and would have preferred that the forum functions as a subwing under the bigger political media associations.

In examining gender patterns in South Asia, we need to analyse the participation and position of women in the media and the impact of these positions on women's right to participate in public debates and to have their views heard, and the right to see themselves portrayed in the media in ways that accurately represent the complexities of their lives. (Rana,2007).

There exist lots of problems and challenges for the female journalists in Nepal. Increasing number of Media houses around the country has definitely increased the number of women in radio but their sustainability in the profession is not very fine. Lack of gender friendly environment, family and social barriers, high expectation but less achievements, more economical benefits and high position in any other profession rather than journalism has discouraged the female journalists. (Basnet, 2008)

Media plays an important role in person's fashion, views, habit of talking, eating and can be easily seen in one's life. It tremendously affects on person's

personality, institution, society and culture. It has a long term and direct effect on audiences's day to a day lives (Parajuli, 2005).

Mass media is an important variable in the process of modernization in developing societies. In traditional societies, awareness of modern political roles comes in part from experience with the mass media system, since media is a major purveyor of modern influences. The nature and scope of the mass media differ from one country to another. In the communication process in transitional societies, the urban and the village levels are not closely integrated. In less developed countries mass media reach only a small audience, such as university students, members of profession, the middle class, and urban dwellers. This is due to the limited availability and the degree of government control. Communication can be direct or indirect through face to face contact verses the impersonal channels. Recent years have shown a tremendous growth in mass media techniques. Using these new techniques such as radio and television, the government of developing countries are reaching large audiences (Jha, 2005).

Nation's has three bodies legislature, Judiciary and Executive. Media brings out the good and bad aspects of these bodies in public sphere. In an independent nation media plays an important role of constant constituent. It is easy to bring out the good works done in the society but in fact it is very challenging to bring out the misuse of a person's right, bribery, irregularity in

government offices, weak governance, etc. It is the responsibility of a media person to do such challenging works. In case of America's Water Gate, India's Tahalka Dotcom or our country's Lauda Aeroplane are some examples of such challenging works of media. Nation's local government bodies like District Development Committee, Municipality, Village Development Committee, Ward committee, etc may not be doing their work according to the rules and regulations. Besides governmental sectors, political parties, different institutions, industrialist, NGOs and INGOs, etc also may doing their work against the law. Media plays an effective role to direct them on right path and inspect the situation. Media can also inform the public about their good works too. It can encourage the public by making them aware of every public affairs (Parajuli, 2002).

Nepal's 1990 constitution enshrined rights to information, freedom of opinion and expression and freedom of print and publication. The National media policy of 1992 which included a provision for private sector media, and the National Broadcasting Act of 1993 paved the way for the establishment of independent radio, the National Broadcasting Regulations of 1995 defined the processes and methods necessary for establishing FM station in Nepal. (Subba, 2007).

In 2007 B.S.Prajatantra Nepal Radio was excercised in Biratnagar during democratic movement in Nepal. It gave the information about the democratic

activities to the local people. After the democracy in Nepal Prajatantra Nepal Radio was replace to Kathmandu from Biratnagar which was said to be Radio Nepal. (Parajuli, 2005).

After Jana Andolan 2046 B.S. media in Nepal, especially private media field have been developed. Many print, electronic and online mediums in private sectors give knowledge and attraction to the people to join media field and on the other hand media has opened an opportunity for employment. Therefore, the women began to work in media field though the number of women were less in comparison with men. More importantly women's participation were seen mostly in electronic media like FM radios and televisions. Though the number of women are seen in media whether it is in print medias, FM radios, televisions or online mediums as a presenter, reporter, news-reader, RJ or VJ, the number of those women are not satisfactory with compare to men. They are not holding the high level posts in media field. The Nation has to think carefully and study the fact of the situation. (Bhandari, 2065)

Today, women can be found in all newsrooms. They work in print, broadcasting and online media; they cover every issue from education to war and their numbers in journalism continue to rise. As more and more women gain economic independence, they are a group to reckon with for advertisers and media owners. And even where individual women are not in a position to "cast their vote at the newsstand" women media associations demand better

coverage on behalf of women. Media owners disregard women's concerns at their peril. But the IFJ survey shows that there is no room for complacency. Nor is it right to think that the struggle for equality in journalism has been won. Many issues remain unresolved and as long as women are still impeded by discrimination over the top jobs, or have less access to training, or continue to be forced into impossible choices between career and family, journalists' unions must keep women's rights at the top of their agenda. (Giri, 2005)

The participation of women should be given a priority by making information resources easily available to them to make rules and regulations, decision making power, programme planning, use and inspection in the field of media. Women should be taken as an important part in media and development process. They should have equal right in making and giving public an information and news. (Ghimire, 2065) Women issues are getting priority after the participation of women in media. Women participation in media have focused on women's right, independent news writing and identifying women's personality and independence. There are many issues related to women in which only women can understand clearly and nicely than men. Women victims feel free to tell their opinions and sorrows to women than the men who are in media. Thus, women in media can bring out all the facts of any incidents related to women issues in public. Different station managers of FM have pointed out different reasons of increasing number of women in

FM. But non of them have said that the women in media are increasing because of the importance and need of women participation in media. Chhetri has added that the women are attracted to FM radios because of women's interest in new job as RJ in radio stations. (Bhandari, cited on Ghimire, 2065)

Women are working as a reporter and as a editor. Now, they are even responsible and active as media workers in televisions and radios. Some of them are exchanging informations personally through internet. Today, media cannot be related only to the news papers, its great part is related to entertainment in televisions and FM radios where the majority of women are engaged. (Chhetri, 2064) There are only 10 percent women in media in the total population. There are very few women in decision making posts in media. Women are making themselves limited in subject matters like women and children or some social issues only. Today, women in media are facing many challenges and problems which force them to leave this field and choose other profession.(Ghimire, 2065)

Many RJ have their own experiences in FM stations. One of them was Ambika Giri who never forgets her first programme which was recorded on 2059 Baisakh 1st and given in Saptakoshi FM of Itahari. Being an RJ, she received many appreciations and love from the family and society. She used to get many phone calls, letters and positive responses from the audiences. Money didn't matters to her but the passion and so much interest to talk in radio made her programme popular among the audiences. Though there is a

belief that being a daughter, she should not be late at nights. But Giri had a beautiful experiences of not taking her profession as RJ in a negative way by the society. No one questioned her, if she got late to reach home from the FM station. It proves that the society has a respect and trust in RJs. (Giri, 2009) Rita Gurung, the Station Manager of Sunaulo FM in Pokhara, in the interview she has said that, women are capable of doing different programmes in radio. Therefore women are attracted in this field. Today's women are becoming educated knowledgeable and want to work outside the house and do something in their life. They want to build up their career and utilize their education, time and experiences in the society. She added that there are equal participation of men and women RJs in her radio station were women RJs are well qualified and can complete with the male counterparts but women do not continue her job after their marriage. Besides women's capability and interest they are force to leave their job after their marriage. She further says that women can earn money and fame both by this profession if she gives time and continuity to her job. The only thing is needed is her dedication and commitment towards work.

However, there should be an effective participation of women in every state's mechanism including media sector. The total participation of female journalist is about 12 to 14 only in National level. The participation of female journalist in Western Development Region is less than National percentage. Only in Butwal and Pokhara has the significant number of female in Western

Development Region. It is about 10 percent in western development region. The total member Federation of Nepalese Journalists in Western Development Region is about 400 where as the participation of female is only 40. (Karki, 2009)

Organizations increasingly recognize people as their most important resource. However, many countries struggle to acknowledge women's potential within that resource pool. As a result, women often receive job opportunities and earn lower wages than men. This disparity in Nepal was clearly illustrated in the 2008 Global Gender Gap Report showing that Nepali women lag behind men when it comes to media participation and decision making- a situation exacerbated by cultural barriers. This situation calls for continued exploration of management approaches in a traditionally male- dominated media environment such as Nepal and of existing disparities between the importance of managerial competencies to women working in the media and the implementation of those competence by their male managers.

On 21st and 22nd Baisakh of 2065, the central election of Nepal Patrakar Mahasagh held in Kathmandu for 24 seats, there were 90 men and 9 were women as candidates. Among the nine women candidates 2 were for the post of secretary and had to compete with male candidates. It is said that women representation were never seen for the leading chief posts in the history of 53 years of Nepal Patrakar Mahasagh. Though there was no record of woman president in central or district levels. Since the establishment of Patrakar

Mahasangh 20 male have already got the chance to be a president. Lama indicates that looking at the structure of Patrakar Mahasangh and analyzing the mentality of male journalists, to be a woman president, it takes more time than the woman prime minister or woman president in Nepal. She further says that in the changing political and social situations, women activities were successful to represent 33 percent of women in every levels of the Nation. Similarly women journalists have been raising their voice for their rights in different programmes. They have been saying formally or informally that women journalists representatives should be at least 33 percent in Patrakar Mahasangh, but the men were not ready to accept the fact and had pressing the women's voices low. But one of the member of Western Region of Patrakar Mahasangh, Punya Poudel had a positive attitude towards women journalists in leading posts. He had also accepted that there were majority of male journalists who had old traditional believes, customs and culture. And the society was patriarchal in structure and men were the main dominant figure in the society. This traditional concept has influenced all the sectors including media. Therefore, in the election of Kaski district, he had raised the voice of giving opportunity to at least one woman to have a right to vote in central election, but his voice was not listened. He had also commented that women were not developing the habit of working hard in news collecting, reporting and interested only to talk in radio rather than writing part. Thus, women are far behind than men in media field.

In this research study various literatures have been reviewed. All the literatures point out the gender discrimination in the workplace between male and female. It concludes that various research studies have been made in the area of gender situation and discrimination between male and female. But enough study has not been made about gender situation in the case of women in media as RJ. It reflects the effect of media in the society which cannot be ignored its importance in today's modern world. It has noted the continuous projecting of negative and degrading images of women in media, electronic, print action so that the media would be a part of the scenario of change. It has focused on the involvement of women RJ and the history and development of FM radios in the country. Besides, it is important to study that, whether women Rj are suffering from the discrimination in our patriarchy society or not. "Sancharika Samuha" (Forum of Women Communicators) has been established in Nepal in April 1996 to empower the women working within the media and use the potential of the media to promote and advocate for women's issues and rights. Thus the findings of these studies provide strong additional reasons to give improved employment opportunities for women which are the major policy goals of developing country

CHAPTER III

RESEARCH METHODS

This chapter includes research design, rationale for the selection of the study site, nature and sources of data, sampling procedure, data collection techniques and data analysis scheme used for the study.

3.1 Rationale for the Selection of the Study Site

The study was conducted in Pokhara Valley which lies in Kaski district of Gandaki Zone. All the FM stations of Pokhara Valley have been selected to see the roles and challenges of women RJ in every FM stations. In the past 5-6 years, FM stations have mushroomed up in the hometown Pokhara which have been acting as the main attraction to all age groups.

3.2 Research Design

The major emphasis in this study has given to analyze and explore the condition of the women in the media sector and their day-to-day household chores. It has set objectives to analyze the challenges and problems faced by the employed RJs in the F.M stations. This study will try to explore the perception of the women's towards their present situation of status. Considering all this facts, both exploratory and descriptive research design were chosen in this work. Explorative research design has use to understand

the women's perception and attitude towards their current job status. Descriptive research design has been used to describe the overall condition of the women in the media sector in the past and present.

3.3 Nature and Source of Data

Both the primary as well as secondary data has been used for the study. But, the primary data and the information has more extensively utilize as the main source of this study work. By nature, the primary data will be both qualitative as well as quantitative. Emphasis will be been more on both quantitative as well as qualitative data. Quantitative data has collected mainly from the interview schedule, and qualitative data from the focus group discussion, visiting all the F.M stations and meeting related person as RJs and station managers. Some secondary data and information will also extracted from the different published and unpublished sources; such as journals, books, articles, village profile, etc. as per the requirement to the research.

3.4 Universe and Sampling of the Study

This study has tried to apply a more holistic approach. For that the universe of this study site of women F.M worker of Machhapuchare F.M, Annapurna F.M, Pokhara F.M, Barahi F.M, Sarangkot F.M, Taranga F.M, Himchuli F.M, Radio Gandaki, Radio Gorkhali, Sunaulo FM, Safalta F.M, Big F.M and Chunumunu F.M of Pokhara sub-metropolitan city, has been taken as a whole. The universe of this study site is only 78 media women worker as RJ.

Due to the small population size, researcher has planned to conduct census study for her research. For the purpose of research, women worker were as respondent.

Table: 1.1 Name of FM Stations

F.M. Stations	Frequency	Percent
Radio Gorkhali	10	23.1
Machhapuchhre F.M.	10	12.8
Annapurna F.M.	5	6.4
Barahi F.M.	2	2.6
Big F.M.	11	14.1
Himchuli F.M.	5	6.4
Chunumunu F.M.	2	2.6
Pokhara F.M.	8	10.3
Radio Sarangkot	6	7.7
Radio Taranga	2	2.6
Safalta F.M.	3	3.8
Sunaulo F.M.	6	7.7
Gandaki F.M.	8	10.3
Total	78	100.0

Source: *Field Survey 2011*

The above table shows that a reasearcher has selected 13 FM stations in the

Pokhara Valley. 78 women RJ has been taken as the respondents of the study. According to the table there are 10 respondents in Radio Gorkhali, 10 respondents in Machhapuchhre FM, 11 respondents in Big FM, 8 respondents in Pokhara FM, 6-6 respondents in Sarangkot FM and Sunaulo FM, 5 respondents in Himchuli FM and Annapurna FM, 8 respondents in Radio Gandaki, 2-2 respondents in Barahi FM, Taranga FM and Chunumunu FM and 3 respondents in Safalta FM. Among the all FM stations the maximum number of women RJ are found in Big FM, Machhapuchhre FM and Radio Gorkhali. On the other hand the least number of women RJ are found in Barahi FM, Taranga FM and Chunumunu FM.

3.5 Data Collection Techniques and Tools

The methods adopted in the study to generate relevant data were guided by research objectives, questions and the type of data required for the study. In this study both primary and secondary data have been used. The researcher has collected the required information employing various techniques which have been described below:

3.5.1 Interview Schedule: Interview schedule was prepared based on the objectives of the research study containing both closed as well as open-ended questions. The questionnaire was also prepared in such a way that it provide both the quantitative and qualitative informations. The quantitative informations were obtained through the structured questionnaire which

includes age, caste/ethnicity, etc. The qualitative informations were gathered through unstructured questionnaire in the area of opportunities and challenges of women RJ, societal attitudes towards women RJ and roles and responsibilities of women RJ in the society.

3.5.2 Observation: Observation is one of the important methods of data collection which can provide so many informations. In this study personal observation were made in all FM stations of Pokhara Valley establishing rapport with women RJ and direct collection of primary data from the field.

3.5.3 Key Informants: The people who know the detailed information in specific areas were selected as the key informants for the study. For this research several station managers and programmes co-ordinators of FM stations of Pokhara were taken as key-informants of the study. They were asked various questions regarding to the work and responsibilities and the factors attracting women to be an RJ in today's context.

3.5.4 Case Studies: The technique of case study has been applied to know the condition of women RJ in the FM stations. It helps to depict their past and present situation in the workplace. The datas has been collected in depth through this technique. A check list will be prepared to guide the interview. Selection of the key informants will be fully purposive.

3.5.5 Data Analysis and Presentation: This study has been conducted about women in media as RJ. The information has been collected from 78 respondents which has been tabulated and has been analyzed descriptively and statistically under different headings and sub-headings. The data has also

been presented using bar diagram, column diagram, line graph and pie chart in suitable places to give better understanding of the study. Since the study is based mostly on the questionnaire schedule, the validity of the analysis depends on the quality of the respondents.

CHAPTER IV

CHARACTERISTICS OF RESPONDENTS

In this chapter the study has been made on the basis of questionnaire schedule made given to the women RJ of working in a different FM stations of Pokhara valley. Pokhara sub-metropolitan city is situated in the north western part of Nepal which is the second largest city in the country. For this study all the F.M. radio stations in Pokhara sub-metropolitan city has been taken as the study site; (That includes; Machhapuchere F.M, Annapurna F.M, Pokhara F.M and Himchuli F.M, Sunaulo F.M, Big F.m, Barahi F.M, Chunumunu F.M, Sarangkot F.M, Radio Gandaki, Tanranga F.M, Radio Gorkhali, Safalta F.M). Pokhara is one of the most rapid urbanizing town of Nepal and most identical area concentrated by different F.M radio stations and the workers of Nepal. The total populations of these F.M workers are 280 out of which male constitute 160 and female 120 (field survey 2012), the study is mainly focused on the women media workers as RJ, technicians, news readers and the station managers of the respective F.M radio stations.

4.1 Age Composition of the Respondent

Age is the key variable in understanding the status of an individual. Information about age of a working woman is an essential part for the exploration into her occupational career and work experience. Below table 4.1

shows the age of the respondents.

Table 4.2: Distribution of Respondents by Age Group

Age	Frequency	Percentage
18-20 years	26	33.3
20-25 years	34	43.6
25-30 years	12	15.4
30-35 years	3	3.8
35-40 years	2	2.6
40 years and above	1	1.3
Total	78	100.0

Source: *Field Survey, 2011*

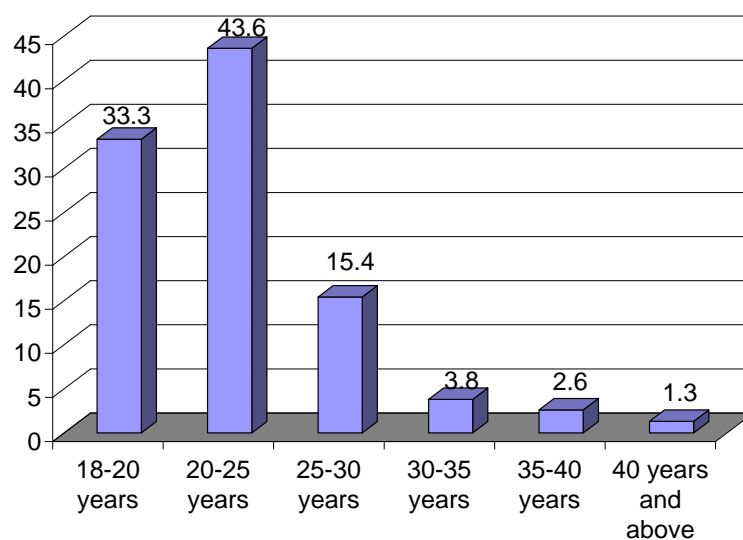


Figure 4.2: Distribution of Respondents by Age Group

The above mentioned table and figure present the age structure of the respondents. In the sample, 33.3 percent of respondents belong to the age group between 18-20 years. Similarly 43.6 percent of respondents belong to 20-25 years, 15.4 percent belong to 30-35 years, 2.6 percent of respondents belong to 35-40 years and 1.3 percent of respondents belong to the age group of 45 years and above. Thus the present sample consists of such working women who predominantly belong to 20-25 years. This indicates the involvement of young female RJ in this job. It also shows that job attraction has been increasing among the women of young generation.

4.2 Caste and Ethnicity

Nepal is a multicultural and multiracial country. It is heterogenous in its ethnic composition. In this study area also there were many ethnic and caste groups such as Brahmin, Chhetri, Newar, Gurung, Magar, Dalit, etc. All of these ethnic/caste groups are included in the sample.

Table 4.3: Caste and Ethnicity Composition of the Respondents

Caste/Ethnicity	Frequency	Percentage
Brahmin	15	19.2
Chhetri	16	20.5
Newar	4	5.1
Gurung	18	23.1
Magar	11	14.1
Dalit	5	6.4
Chaudhary	1	1.3
Thakali	1	1.3
No Response	7	9.0
Total	78	100.0

Source: *Field Survey, 2011*

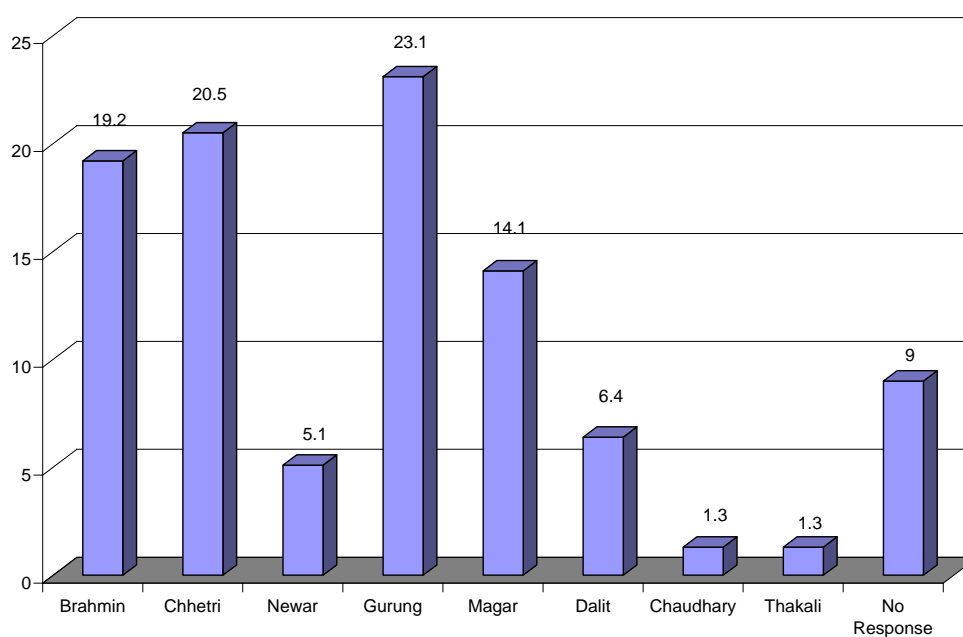


Figure 4.3: Caste and Ethnicity Composition of the Respondents

The surveyed data in the given table and figure has highest percentage which is 23.1 percent of respondents are of Gurung caste. 20.5 percent are Chhetri, 19.2 percent are Brahmin, 14.1 percent are Magar, 6.4 percent are Dalit, 5.1 percent are Newar, 1.3 percent are Thakali and Chaudhary and 9 percent have no response. This clearly shows that in the survey area, there is majority of so called Gurung in the society. There is a higher percentage of Brahmin and Chhetri women RJ in the FM stations of Pokhara Valley.

4.4 Marital Status

Marriage is the most important factor for the formation of the society. Generally a society's acceptance of a man and woman in a form of husband and wife is known as marriage. It is regarded as a social bond through which a woman change her social status. Marital status of a woman does affect her works. Besides various things a woman get married for a companionship for biological necessities. In fact a married woman has a responsibility to keep a fair balance between the official world and household tasks.

Table 4.4: Composition of the Respondents by their Marital Status

Marital Status	Frequency	Percentage
Married	19	24.4
Unmarried	59	75.6
Total	78	100.0

Source: *Field Survey, 2011*

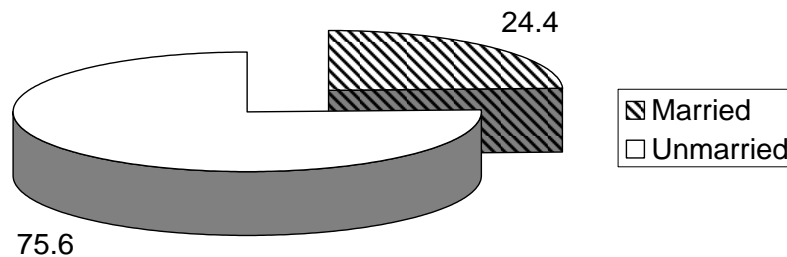


Figure 4.4: Composition of the Respondents by their Marital Status

According to the above table and figure 24.4 percent respondents are married and 75.6 percent respondents are unmarried. The majority number of respondents are unmarried because the concept of marriage is gradually changing in the society. Their entrance into the job and independent economic status are contributing to the cases of marriage or late marriage. Most of the respondents are of 20-25 years of old and are collage going student.

4.5 Religion

In Pokhara, there are people with different religions like Hindus, Buddhists, Christians, Muslim, etc. But Hindusim and Buddhism constitute two major religions of Pokhara Valley. All religions are bound together by a sense of

fellow feeling and bonhomie particularly displayed in their worship of common deities and joint celebration of many festivals belonging to ether religion or culture.

Table 4.5: Composition of the Respondents by Religion

Religion	Frequency	Percentage
Hindu	64	82.1
Buddhist	10	12.8
Christian	1	1.3
No response	3	3.8
Total	78	100.0

Source: *Field survey, 2011*

The above table shows that 82.1 percent of women RJ are Hindus, 12.8 percent are Buddhist, only 1.3 are Christian and 3.8 percent have no response. Thus, it is seen that the majority of respondents are from Hindu religion. There is a low participation from Buddhist and Christian religions.

4.6 Education

Education is often seen as a stepping stone for leading a better life. It is frequently mentioned that educational status of women play a decisive role towards all the sectors of human life. Here, as all the respondents are collage going students mostly women are educated. Though a women RJ should

possess a good sense of humour, creativity, individuality and good communication skill, she should be also qualified with academic qualification.

Table 4.6: Composition of the Respondents by Education

Education	Frequency	Percentage
SLC	7	9.0
Intermediate/+2 passed	29	37.2
Bachelor's Degree	32	41.0
Master's Degree	9	11.5
No response	1	1.3
Total	78	100.0

Source: *Field Survey, 2011*

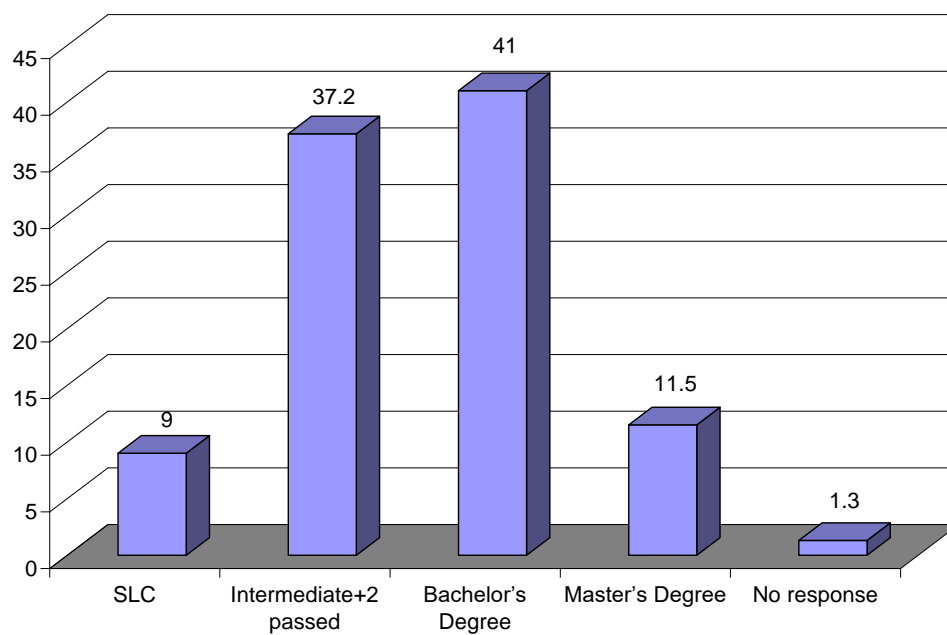


Figure 4.6: Composition of the Respondents by Education

According to the data in this table and figure 41.0 percent have passed Bachelor's Degree, 37.2 percent have passed intermediate, 11.5 percent have passed Master's Degree, 9 percent have passed SLC and 1.3 percent have no response. This clearly depicts that the majority of the respondents have positive attitude towards education.

Educated Women RJ

Rita Gurung is the Station Manager of Sunaulo FM. She says that women are capable of doing different programmes in radio. Therefore nowadays women are attracted in this field. Today's women are becoming educated, knowledgeable and want to work outside the house and do something in their life. They want to build up their career and utilize their education, time and experiences in the society. She says that there are equal participants of men and women RJs in her radio station were women RJs are well qualified and can compete with the male counterparts but women do not continue her job after their marriage. Besides women's capability and interest they are force to leave their job after their marriage. She further says that women can earn money and fame both by this profession if she gives time and continuity to her job. The only thing is needed is her dedication and commitment towards work.

Source: *Field Survey, 2011*

4.7 Type of Family

Family is regarded as the primary stage of social institution where every child enters into the process of socialization of the community, there are two types of families in the study area. One is nuclear and another is joint family. The nuclear family consists of married couple and their unmarried children and joint family is a group of brother's families living together in which there is joint resident, kitchen and property. The following table shows the family structure of selected area.

Table 4.7: Distribution of the Respondents by Type of Family

Type of Family	Frequency	Percentage
Nuclear	53	67.9
Joint	25	32.1
Total	78	100.0

Source: *Field Survey, 2011*

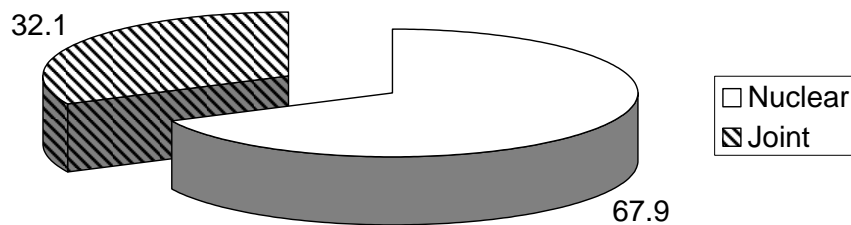


Figure 4.7: Distribution of the Respondents by Type of Family

The above table and figure show that 67.9 percent of families are living in a nuclear family and remaining 32.1 percent are living in a joint family. This

indicates that higher percentage of women are living in a nuclear family which could be related to the impact of urban life style.

This chapter shows that young generations are very much attracted to the radio station to be an RJ. Therefore, we can see the maximum number of involvement of female RJ from the age group of 18 to 25 years old. There are RJ from different caste group in radio station including Dalit, Magar, Newar, Brahmin, Chhetri, Gurung, etc. Most of the respondents are found to be unmarried as they are collage going students and the concept of early marriage is gradually changing in the society. Above chapter shows that majority of respondents are of Hindu religion including Buddhist and Christian. Most of the respondents are Bachelors Degree students and they are positive towards education. They live in a nuclear family which could be taken as the impact of urban life style.

CHAPTER V

OPPORTUNITIES AND CHALLENGES FOR WOMEN RJ

There are many opportunities with various leading FM channels and private radio ventures. With the increase of such channels there will be definitely large requirements for such persons. It has really picked up steam as a prospective career in recent years. This chapter has focused on the opportunities and challenges of women RJ in media field.

5.1 Main Problem of Present Job Field

Being a jobholder many women are facing different problems and barriers. Many of them are the victim of discrimination on the job field, some of them are getting less wage or disturbed and helpless with the lack of sufficient encouragement to the job.

Table 5.1: Distribution of the Respondents by their Main Problems

Job Problems	Frequency	Percentage
Discrimination	9	12.9
Less wage	50	64.1
Others	11	14.1
No Response	8	10.3
Total	78	100.0

Source: *Field Survey, 2011*

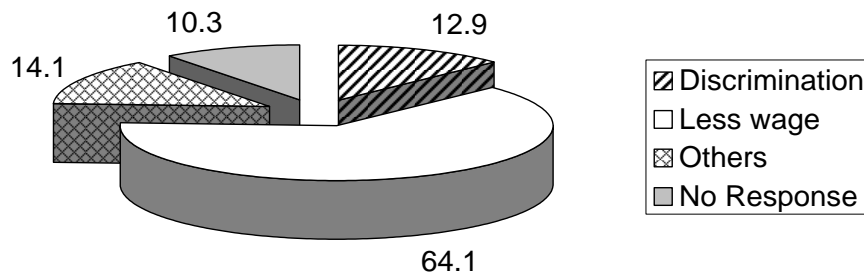


Figure 5.1: Distribution of the Respondents by their Main Problems

According to the table and figure, 64.1 percent are getting less wage, 9 percent are being discriminated, 14.1 percent gives other options and 10.8 percent have no responses on it. Here, discrimination poses less decision making power of the respondents, gender biasness and less encouragement given to them. Other possess no time limit, she must always be ready to run the programme and of course, being appropriate and sensitive to the audience is also necessary.

5.2 Opinion about Male Co-officials

Both male and female staffs are involved in different fields of employment. Each and every person has his/her perception and opinion towards all co-officials. It might be negative or positive which fully depends on the co-officials' attitude and behaviour.

Table 5.2: Composition of Respondents' Opinions about Male Co-

officials

Opinion	Frequency	Percentage
Helpful and co-operative	62	79.5
Dominate female officers	5	6.4
Communication Gap	2	2.6
Friendliness	3	3.8
Act of Superiority	5	6.4
No response	1	1.3
Total	78	100.0

Source: *Field Survey, 2011*

The above table shows that 79.5 percent male co-officials are helpful and co-operative, 6.4 percent dominate and act as superiority, 3.8 percent are friendly co-officials, 2.6 percent males do not communicate much and 1.3 percent have no response on it. It indicates that most of the male co-officials are positive towards the female co-officials in the FM stations.

5.3 The Programme Difficult for RJ to Run

Being an RJ, she should have good command over language, extremely good communicative power, proper voice modulation, good sense of humour, good sense of sound and good diction. RJ needs to keep track of the happenings in and around the city. She should also be ready to run any type of programme based on music, culture, politics or related to social behaviour including

national and international issues. The following table shows the difficulties of women RJ in running different programmes.

Table 5.3: Composition of Programmes which are Difficult to Run by RJ

Programme	Frequency	Percentage
Musical Programme	5	6.4
Cultural Programme	9	11.5
Interview Programme	15	19.2
Political Programme	42	53.8
Others	5	6.4
No Response	2	2.6
Total	78	100.0

Source: *Field Survey, 2011*

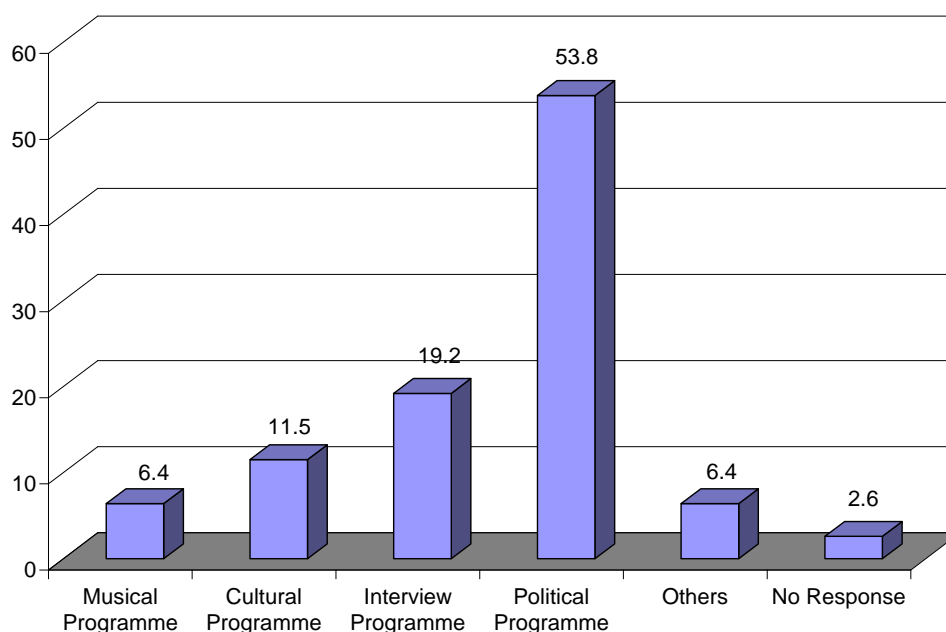


Figure 5.3 Composition of Programmes which are Difficult to Run by RJ

The above table and figure 5.3 indicate that 53.8 percent of respondents

have difficulty in running political programme, 19.2 percent have difficulty to run an interview programme, 11.5 percent have difficulty to run an interview programme, 6.4 percent have difficulty to run musical programme, 6.4 percent have other option and 2.6 percent have no response. Thus, it shows that women are unaware about political issues and most of them are interested to run only entertaining programme rather than hard talk show or political programmes. They should develop the habit of reading books, develop new ideas, concepts and always be bubbling with enthusiasm. They should not limit themselves in entertaining programme but also make capable of running any type of programmes based on social, cultural and political issues. They should learn them through training.

5.4 Side Job besides FM Station

Many RJs of FM stations are working as a part-time officials. Most of them are collage going students who work as RJ in their leisure period. Many of them hold side business as the other source of income.

Table 5.4: Composition of Respondent’s Side Job besides FM Station

Side Job	Frequency	Percentage
Yes	25	32.1
No	52	66.7
No Response	1	1.3
Total	78	100.0

Source: *Field Survey, 2011*

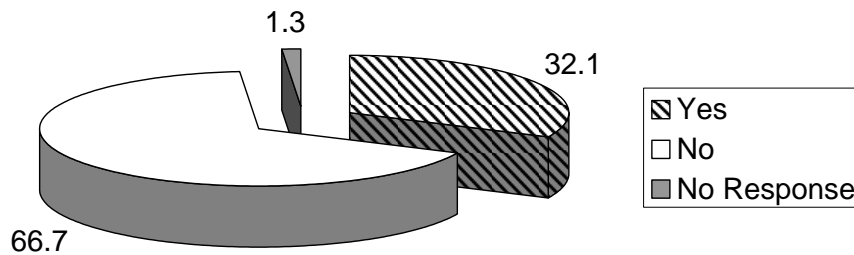


Figure 5.4: Composition of Respondent’s Side Job besides FM Station

The table and figure 5.4 show that 66.7 percent respondents have no other source of income, 32.1 percent have the source of income and 1.3 percent have no response on it. It indicates that working only in FM stations as RJ is not sufficient for the living. Women as RJ work in FM stations not only for the money but also they work for their hobby, passion and interest. On the other hand women are seen in FM stations taking their hobby as profession.

5.5 Salary Sufficiency to Meet the Basic Need

Salary is a regular income. It effects the socio-economic status of a person. Here salary indicates the income generated from the work place. Though youngsters are found to be fascinated toward radio jockeying, they are not taking it as a profession. Generally basic need means minimum necessity to

survive in the society with respect which depends upon family's living standard.

Table 5.5: Distribution of Salary Sufficiency of the Respondents

	Frequency	Percentage
Yes	11	14.1
Not at all	51	65.4
Full Somehow	16	20.5
Total	78	100.0

Source: *Field Survey, 2011*

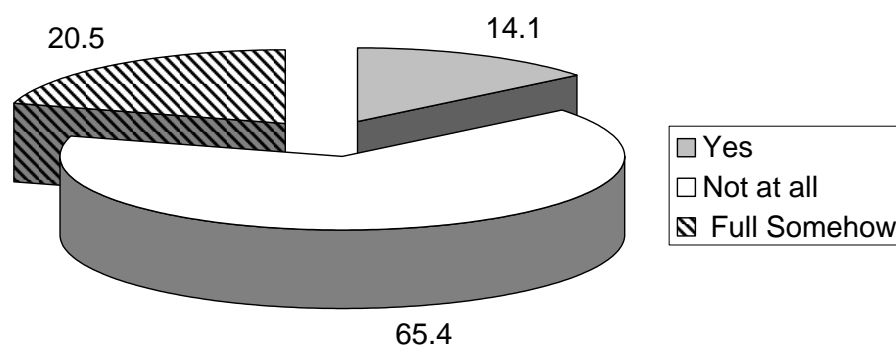


Figure 5.5: Distribution of Salary Sufficiency of the Respondents

The above table and figure show that 65.4 percent have not at all meet the

basic needs, 20.5 percent have meet somehow and 14.1 percent meet the salary sufficiency of their basic needs. It proves that the salary scale is very low in this field. On the other hand the most station managers of the FM stations have combine view about women RJ who could not give her full time to the FM stations. Normally they get married or get pregnant and make her busy in household works rather than attending FM stations. There are very few women who tackle those household challenges and work for the income.

5.6 Member of Any Executive Body

The participation of women in any executive body is rare in any institution or organization. The success of any organization depends upon the performance of the member of an executive body. Though women and men are said to be the two wheels of a cart, women are getting less priority in any field.

Table 5.6: Composition of Respondents in any Executive Body

Executive body	Frequency	Percentage
Yes	7	9.0
No	64	82.1
I was in the past	4	5.1
No response	4	5.1
Total	78	100.0

Source: *Field Survey, 2011*

The table and figure 5.6 shows that 82.1 percent respondents are not the member of any executive body, 9.0 percent are the member of any executive

body, 3.8 percent have an experience in the past and 5.1 percent have no response. It can be noted that, traditionally the media world has been male dominated globally as well as nationally. Men design and define media policies, priorities and agendas, including how women are portrayed and presented. Most often it is men who make decision about hiring staff.

5.7 Satisfaction with the Job

In order to find out the level of satisfaction with the job, respondents were asked three different questions. First, whether they are satisfied, dissatisfied or neither of them. Satisfaction rate is dependent upon their wage, nature of job, work place, facilities and feedback of the job.

Table 5.7: Composition of Respondents in Job Satisfaction

Job Satisfaction	Frequency	Percentage
Satisfied	46	59.0
Dissatisfied	3	3.8
Neutral	28	35.9
No response	1	1.3
Total	78	100.0

Source: *Field Survey, 2011*

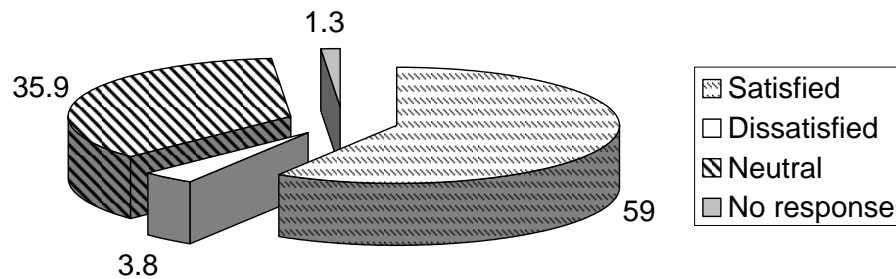


Figure 5.7: Composition of Respondents in Job Satisfaction

The above table and pie-chart show that 59.0 percent are satisfied, 35.9 percent are neutral, 3.8 percent are dissatisfied and 1.3 percent respondents have no response about the job satisfaction of their job. It indicates that more than half percentage of respondents are satisfied with their job. Infact, if a person gets a job according to his/her desire, there will be higher rate of satisfaction. But one’s interest and desire doesn’t works always, his/her amount of salary, nature of co-officials, remuneration also denotes the level of job satisfaction.

5.8 Economically Independent in the Family

The number of working women is increasing significantly day by day. This era gives birth to the independent female workers. Women want to be

educated, economically independent and hold their own identity in the society.

Table 5.8: Composition of Respondents in their Economic Independence

Economically Independence	Frequency	Percentage
Dependent	30	38.5
Independent	32	41.0
Neither	13	16.7
No response	3	3.8
Total	78	100.0

Source: *Field Survey, 2011*

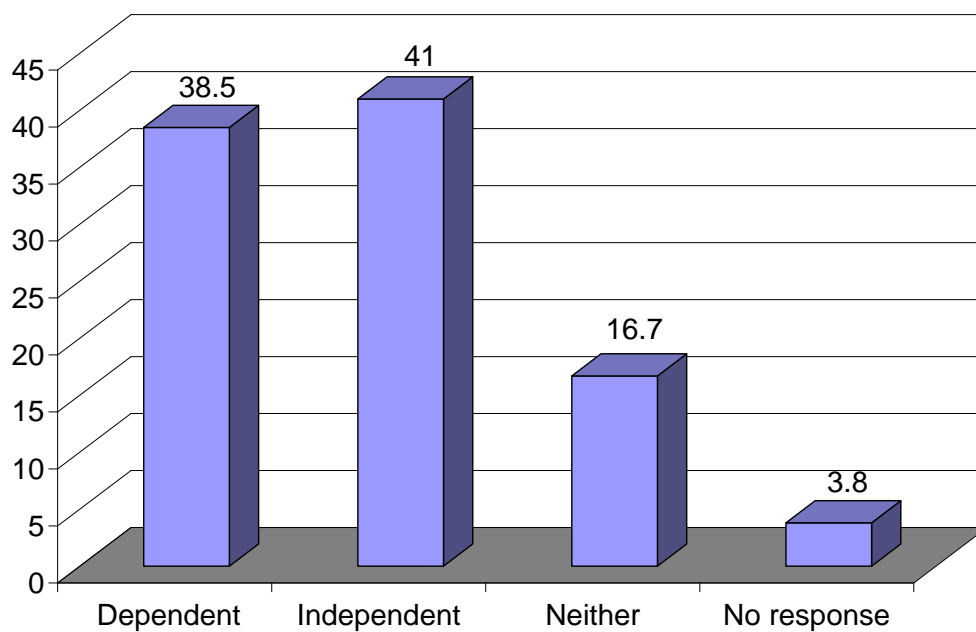


Figure 5.8: Composition of Respondents in their Economic Independence

The table and figure 5.8 indicate that 41 percent respondents are independent, 38.5 percent respondents are dependent to their family. 16.7 percent respondents are neither dependent nor independent to the family, 3.8 percent have no response. It shows that more than half of the respondents are economically independent. They are able to fulfill their needs and desires themselves. And rest of the respondents need to be self reliant and self-confident.

In this way this chapter deals, though there are many opportunities with different private radio ventures, women RJs have to face many challenges and difficulties in the FM stations. They have commented on less salary, time management and very less decision making power. Many of them are involved in other source of income besides RJing. They are involved as a teacher, as a businesswoman, etc. Many of them are students who take RJ profession as a hobby. Majority has an opinion of accepting RJ as a side job which help them in their career development rather than income. In fact, most of the respondents give little time to this field which give them little income and as a result the received salary is insufficient for their basic needs. Thus many respondents found to be dependent to their parents or the other job. On the other hand, male co-officials are helpful and co-operative. It also depicts that many RJ feel difficult to run political, cultural, interview programmes and they are interested to run entertaining programmes like songs and musics.

CHAPTER VI

ROLES AND RESPONSIBILITIES OF WOMEN RJS IN THE

SOCIETY

In recent years we have witnessed the birth of a number of new radio FM stations in Pokhara Valley and other parts of the country. With the increase of a number of new radio FM stations young women are found to be fascinated towards radio Journalism. Though women participation in media is an admirable matter but they need to possess different roles and responsibilities in their work place. They should develop the qualities like creativity, interpreting capacity and quick decision making power. There is a growing awareness that women must be enable to play their part in the solution of the serious problems of society and of society's future. Moreover, women should prepare themselves to be responsible and dynamic in the media, not only in conflict or debate and irritation of masculine roles but by impressing their own genius on their work and professional activity.

Women RJ being a housewife or a student, married or unmarried, Brahmins or any other castes, they have the same responsibilities as men RJ in the workplace. Brain, skill, communication power, linguistic knowledge, creativity, and diction all qualities are required to both men and women RJ. Men and Women RJ have the same aspectation of social identity, for

experience, for income and utilizing the time and their education by joining the FM stations. The nature of the job is also the same while RJaying in the FM sets, where majority of men are engaged in technical job where as women are performing a non-technical job. Men are able to attend FM stations at any time, whether it is in early in the morning or late night or in strike. But being women it is difficult to maintain the time due to the society's patriarchal attitude and various discriminations. Today's women RJ have to be bold enough to raise their status in the society. Above all, RJ seems to be very challenging and exciting profession to all. All they need is talent, confidence and perseverance.

6.1 Requirement to be Successful RJ

Radio Jockeys acts as brand ambassador of the FM channels who require spontaneity, rationality, creativity, good sense of humour and a live appealing voice. Today's radio jockeying is considered to be a 'hot' profession to the youngsters.

Table 6.1: Composition of Requirements needed to RJ

Requirements	Frequency	Percentage
Beauty	2	2.6
Good voice	32	41.0
Brain Skill and Knowledge	44	56.4
Total	78	100.0

Source: *Field Survey, 2011*

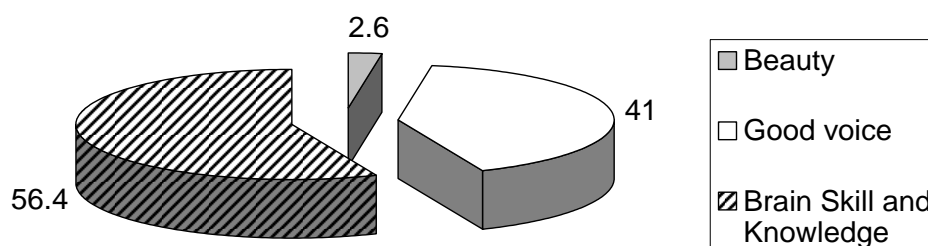


Figure 6.1: Composition of Requirements needed to RJ

The above table and a pie-chart indicate that 56.4 percent have chosen brain, skill and knowledge, 41.0 percent give opinion of having good voice and 2.6 percent have chosen beauty to be a successful RJ. Thus physical beauty is not necessary to become a successful RJ. The important factor for an RJ is good communication skill, language skill, good voice with the ability to modulate as per the occasion.

6.2 Role of Female and Male RJ is Same

In general, there exist prevalent patriarchal attitude in every field. The rules and decision makers are men who make everything in their own favour. Infact in the media field the woman and men as RJ have more or less same work and identity.

Table 6.2: Composition of the Role of male and Female RJ

	Frequency	Percentage
Yes	66	84.6
No	5	6.4
Partially	5	6.4
No response	2	2.6
Total	78	100.0

Source: *Field Survey, 2011*

The table figure 6.2 show that 84.6 percent think, role of female and male RJ are same, 6.4 percent think they do not have same role. Again, 6.4 percent think partially their roles are same and 2.6 percent have not given their response. It indicates that both the male and female RJs are performing the same role in radio stations.

6.3 Reasons for Choosing RJ Profession

It is fact that many women have joined different professional sectors in different post with different purposes. Women as RJ have the following purposes to join the FM stations.

Table 6.3: Composition of Reasons for Choosing RJ Profession

Reasons	Frequency	Percentage
To make Income	7	9.0
To Utilize Time	13	16.7
To Utilize Qualification	8	10.3
For Status and Recognition	36	46.2
For Experience	11	14.1
Others	3	3.8
Total	78	100.0

Source: *Field Survey, 2011*

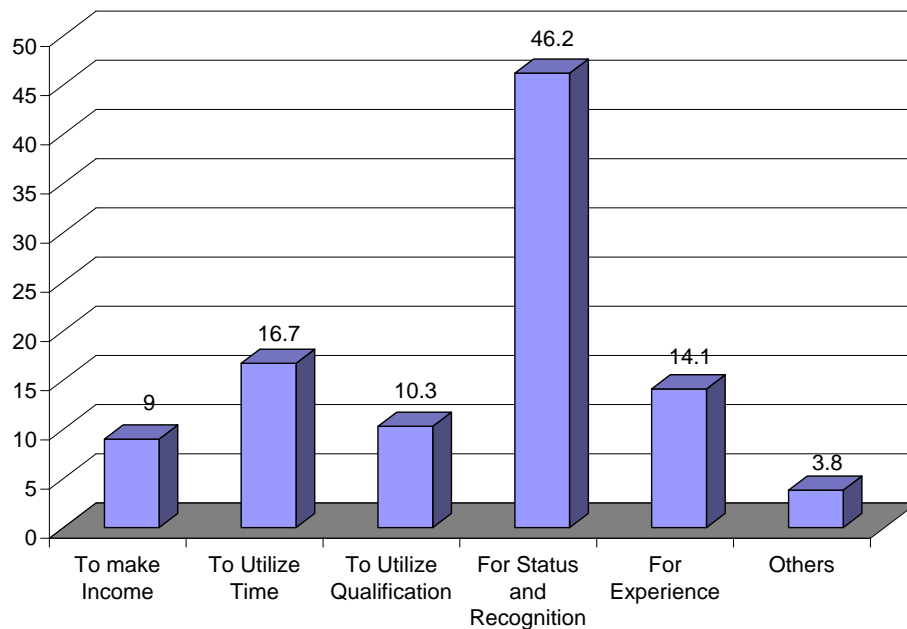


Figure 6.3: Composition of Reasons for Choosing RJ Profession

The above table and figure define that 46.2 percent join this field for status and recognition, 16.7 percent to utilize time, 14.1 percent for experience, 10.3

percent to utilize their qualification, 9.0 percent to make income and 3.8 percent have no response. Thus many of the respondents are attracted towards this job is for the status and recognition which can be made in a very short period of time.

6.4 Nature of Job

RJs have to perform the technical and non-technical nature of job. Technical job includes the managerial part of sound system and time management behind the curtain. Non-technical includes the live/recorded speaking part of RJs. Technicians are not known to the audience but non-technicians so called RJs are recognized to the public in a short period of time.

Table 6.4: Composition of Respondents Job by their Nature

Nature of Job	Frequency	Percentage
Technical	13	16.7
Non-Technical	63	80.8
No response	2	2.6
Total	78	100.0

Source: *Field Survey, 2011*

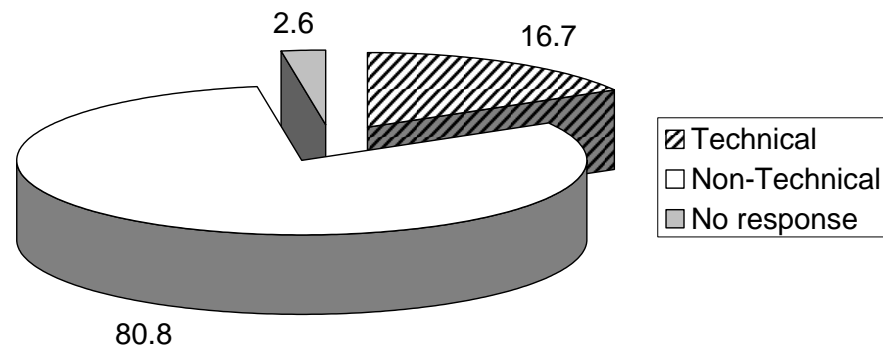


Figure 6.4: Composition of Respondents Job by their Nature

The above table and figure present that 80.8 percent are non-technical, 16.7 percent are technical and 2.6 percent have no response. Thus, there are very few women technicians but majority are seen as RJs in FM stations. Technical term is very hard and it takes long period to complete the training. On the other hand non-technical job is very simple course which make RJ popular among the public.

6.5 Attitude of Society towards RJ Job

As there are many challenges and hardships for women in the field of media, many women are entering this field and try to make the career in it. Society also seems to be positive towards this profession because it plays an effective role for the betterment of the society.

Table 6.5: Composition of Attitude of Society towards RJ Job

Attitude	Frequency	Percentage
Positive	72	92.3
Can't say	6	7.7
Total	78	100.0

Source : Field Survey, 2011

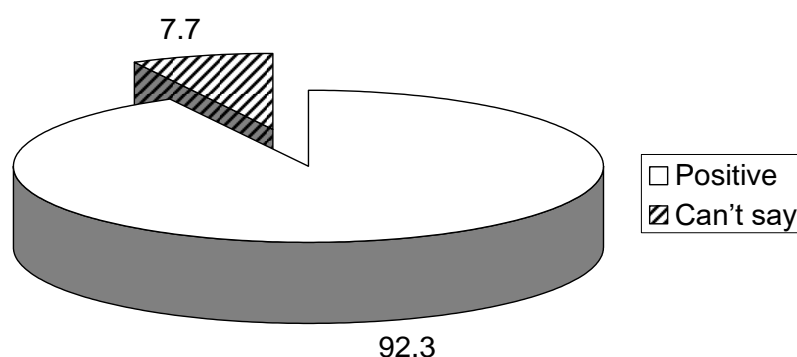


Figure 6.5: Composition of Attitude of Society towards RJ Job

The table and figure define, 92.3 percent of respondents are positive towards RJaying of women and 7.7 percent could not point out the attitude of the societal people towards the job.

6.6 Getting Responses from the Listeners

Radio Jockeying is a job where RJs host a radio talk show or run any

programme lively. They interact lively with the audience and simultaneously provide regular information, news and entertainment. At the same time the audiences are keep in touch with the RJs and give feedback of the show.

Table 6.6: Composition of Respondents by Listener's Responses

Responses	Frequency	Percentage
Yes	74	94.9
No	2	2.6
No response	2	2.6
Total	78	100.0

Source: *Field Survey, 2011*

In this table, 94.9 percent get responses from the listeners, 2.6 percent do not get responses and 2.6 percent have no response. The responses of audiences might be suggestive, positive or comment which depend upon the nature of subject matter and more importantly the style of presentation of the RJs.

6.7 Summary of chapter VI

Thus, the increase of a number of FM stations and media house have attracted both the women and men to enter these fields. A radio jockey job is a thrilling one which make youngsters to join for their status and recognition in the community. It does not require to have a very high qualification but they need to have strong linguistic skill and should have the ability to grab attention

while speaking. This chapter includes the role of male and female RJs are same. The important qualities like good appealing voice, skill, creativity, knowledge, right attitude are needed. It is found that most of the respondents are in non-technical job in the FM stations. They also get the positive responses from the listeners.

CHAPTER VII

SUMMARY, FINDINGS AND CONCLUSION

7.1 Summary

The research “Women in Media as RJ” has been done to analyze the participation of women in media. Media plays a vital role in the modern world of science and technology. In general media is a source of information and communication. It refers collectively to all media technologies that are intended to reach a large audience. Broadcast media (also known as electronic media) transmit their information electronically and comprise of television, internet, radio, movies, CDs, DVDs and some other gadgets like cameras or video console. Alternatively print media uses a physical object as a means of sending their information such as a newspaper, magazines, brochures, newsletters, books, leaflets and pamphlets. Power of the media can transform the whole society especially in the developing countries it can be used as a ‘weapon of mass destruction. Media has changed the societies of world so much that we can’t ignore its importance. Media has lot of responsibilities on its shoulders as today’s society is very much influenced by the role of media. We believe in what media project to us. We change our minds according to the information provided through it. However the media in Nepal do not represent women adequately or in balanced way.

It is said to be male dominated occupation but the convergence of new media technologies and entry of private media organization in the last decade has increased the women to participate in media field. The major objectives of the study were to draw the roles and responsibilities of women RJs in the society, to observe the challenges and problems faced by the women RJ and to study the factors that encourages the women RJ to go ahead for job. The study has been carried out selecting 78 women RJ as respondents from the 13 F.M. stations of Pokhara valley of Kaski district. Both the explorative and descriptive research designs were used in this research. The researcher has employed various techniques such as questionnaire, interview method, observation method, survey method for the collection of primary data. Secondary data and information were extracted from the different published and unpublished sources such as journals, books, articles, internet, etc as per the requirement to the research. The result has been descriptively analyzed for which frequency distribution and percentage has been used. The station managers, programme co-ordinator and directors of media institutions were taken as key informants of the research.

7.2 Findings

- 1 Among the total 78 sampled respondents, they were from different age groups between 18 to over 45 years old. Majority of the respondents 43.6 percent were 20-25 years. Major ethnic groups of the study 23.1 percent came from Gurung and lowest from Chaudhary and Thakali.
- 2 In case of religion, largest number of the respondents 82.1 percent were Hindu. In total women RJ 24.4 percent were married and 75.6 percent were unmarried. Among them largest number 41.0 percent had passed Bachelor's Degree and almost all were educated and had passed SLC.
- 3 Large number sampled respondents 67.9 percent lived in a nuclear family and rest from joint family. The research was also done to study the opportunities and challenges for women RJs in media field. Majority of the respondents 64.1 percent were not satisfied with the wage rather than any kind of discrimination in the work place.
- 4 The study had found out that 79.5 percent male co-officials were helpful and co-operative, 6.4 percent act as superior and dominate female officers. 53.8 percent respondents found difficult to run political programme and rest of them were interested in running entertaining and programme.
- 5 Among the respondents 66.7 percent were not holding any other source of income beside FM stations and 32.1 percent hold the side job for their earning which indicates the insufficiency of the wage for their living. Therefore, 65.4 percent had mentioned their salary insufficient

to meet the basic needs and only 14.1 percent had mentioned that their salary had fulfill their basic needs somehow.

- 6 Majority of the respondents 82.1 percent were not a member executive body and a few respondents that was 9 percent and 3.8 percent hold the post in the executive body. Regarding to their job satisfaction 59.0 percent were satisfied 3.8 percent were not satisfied and 1.3 percent remained responseless.
- 7 Motivational factor for majority of the respondents for entering the media field is the economic necessity. Though 38.5 percent were dependent to their parents and 4 percent were independent.

There are certain roles and responsibilities to the women in media. Besides their passion, interest, utilization of time and recognition they need to perform as a responsible and capable media person. With the immense sense of humour, creativity, quick decision making power they need to be clear in their vision and make up to date with the surrounding. To be successful RJ women require a multiple talents of hosting and announcing the varieties of programmes with appropriate knowledge of the subject matter.

- 1 Among the respondents, 56.4 percent were in favour of brain skill and knowledge and 41 .0 percent were in favour of good voice.
- 2 In recent years many women are joining in media with lots of experiences and capabilities. Before, women were not participating in media in hard shows like political issues or interviewing the different personnels. But today women are interested in these field performing

well with compare to male counterparts. In the study majority of the respondents 84.6 percent thought that the role of female and male are same and rest of them remained with negative and partially acceptance of their equal role.

- 3 Nearly half percent 46.2 percent of respondents, had chosen to be a media person for their good status and recognition but not for making income or other reason. Though 9.0 percent said to make income, 16.7 percent said to utilize time and 14.1 percent said for experience. Out of 100 percent respondents 80.8 percent were of non-technical workers in FM stations which is because the both name and money can be earned by radio jockeying in a very short period of time but the technician is behind the certain who is hardly known to the public.
- 4 As media influence the society in many aspects of news, information and entertainment, people have positive attitude towards RJs. 93.3 percent respondents said that the society was positive and 7.7 percent of them were responseless towards their job. About getting the responses from the listeners, majority of respondents 94.9 percent were being kept touch with the audience which is very important for the RJs to get feedback of any programmes.

7.3 Conclusion

It is true that reducing inequalities faced by women in the economy can reduce inequalities inside the household. Therefore, more effort is needed to

avoid biased traditional concept, gender disparities and other many negative aspect. The researcher noticed improvement in the present situation of women in media as RJ. Gender is the major issue that makes strong matter in a radio station too. As society is patriarchal in structure and men are the main dominant figure in the society. Men hold the domination in taking decision both within the household and outside. The traditional concept has influenced all the sectors including media. The study shows that media plays a pivotal role in the development of the society. In general media is various means of communication. Media person are very much responsible and trusted people by the public. So, public take the media as a reliable medium to know the facts and happenings around the world. Therefore media person should be loyal and announce only the facts and the right contents through radio. The conclusion can be drawn in the following ways: Though there are many latest entertaining electronic technologies in the world people are bound to listen radio. Now, it is not only known as the time pass object but an important part of one's life to know the world. Days are of started and concluded by the listening of various radio programmes. Radio broadcasting is an audio(sound) broadcasting service, traditionally broadcast through their air as radio waves (a form of electro magnetic radiation) from a transmitter to an antenna and thus to a receiving device. The research has found that transformation from AM(Amplitude Modulation) channels to FM (Frequency Modulation) channels, the radio boom witnessed a new industry rising which give opportunity to various private sectors and to young people. It can be

concluded that besides RJ should have a good voice with the ability to modulate a clear diction, creativity, spontaneity, communication skill and rationality a researcher has found that RJ should build up the confidence and be aware of what is happening in the world. Media is taken as a central factor of life around the world. It has the power to influence society. It is the voice of the voiceless and has a great force in building the nation. Moreover women RJ should prepare themselves for positions of responsibility and creativity in the media, not in conflict with or irritation of masculine roles but by impressing their own genius on their work and professional activity. They should take several trainings to be a successful RJ. There is still some distinction between men and women in the case of employment opportunity as well as position within the workplace. Thus, the nation or the government should immediately formulate and implement suitable programme for equal and proportionate development between the men and women RJs in media. Though women are attracted in media, they could'nt give the continuity to their work. Therefore, media needs an able and mature media person in today's situation.

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Questionnaire for Field Survey

Title: Women in Media as RJ

(A Sociological Study in the Role of Women RJ in FM Stations of Pokhara Valley)

Researcher: Bishnu Maya Thapa, P.N.campus, Pokhara.

Group A:

Demographic Characteristics of Respondents

1. Age

- a) 18-20 b) 20-25 c) 25-30 d) 30-35
e) 35-40 f) 40 years above

2. caste/ethnicity:

- a) Brahmin) b) Chhetri c) Newar d) Gurung e) Magar
f) Others specify.....

Marital status: a) Married b) Unmarried

3. Religion:

- a) Hindu b) Buddhist c) Christian d) Others

4. qualification:

- a) SLC passed b) Intermediate c) Bachelor's Degree
d) Master's Degree

5. Type of Family: a) Nuclear b) Joint

Group B

Opportunities and Challenges For Women RJs

(Tick the best option)

1. Main Problem of Present Job Field

- a) Less wage b) Discrimination
c) Others d) No response

2) What is your opinion about male co-officials?(can tick more than one)

- a) Helpful and co-operative b) Dominate female officials
c) Gap of communication d) Friendliness e) Act of superiority

3) Which type of program is difficult to run by RJs?

- a) Musical program b) Cultural program
c) Interview (talk) program d) Political program

e) Others specify _____

4) Do you have other sources of income besides F.M. stations?

- a) Yes b) No

5) Is the Salary sufficient to meet the basic needs?

- a) Yes b) Yes c) Not at all d) Full
e) Somehow

6) Are you a member of any executive body?

- a) Yes b) No c) I was in the past

7) Are you satisfied with your salary?

- a) Yes b) No

8) Are you economically independent upon your family members?

- a) Dependent b) Independent c) Neither

Group C

Roles and Responsibilities of Women RJs in the Society

(Tick the best option)

1) Requirements to be successful RJ

- a) Brain, Life, knowledge and skills b) Qualification
c) Good voice

2) Is the role of women RJs is same as the men RJs in F.M. stations?

- a) Yes b) No c) Partially
d) Others specify _____

3) What is the reason for choosing this Job?

- a) To earn money b) To utilize time c) For experience
d) For social status and d) Recognition e) To utilize qualification

4) What is the nature of your job?

- a) Technical b) Non-technical

5) What is the attitude of members of society towards your job?

- a) Positive b) Negative c) Can't say

6) Do you get the responses from the listeners?

- a) Yes b) No

Female RJ of Different FM Stations of Pokhara Valley

