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Channels and Rural Health Women in Indian

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Abstract

The main purpose of the present study was to explore the role of educational channels in motivating rural women to participate in improving household food security. Health is an essential input for the development of human resources and the quality of life and in turn the social and economic development of the nation. Improvement in health status of the population has been regarded as an index of social development. Moreover, health is regarded a priority for sustained development interventions at the individual, community and national levels. The health of a country's female population has profound implications for the health and education of children and the economic well-being of households, as well as for the women themselves. The health transmission is a chief estate in transmission platform which focus and distribute the health communications to the general. The role of channels is to evaluate the contributions on health of women. The representation of women in channels, the crash which generates in the minds of women on both rural and urban background is used to study separately. The liability of channels in the rural health of women is very critically studied and a channel role is idolized in the minds of rural women is also evaluated. Rural women are not a homogeneous group; there are important differences among women in rural areas based on class, age, marital status, ethnic background, race and religion.

Keywords: Women health, role of channels

Introduction

The information of health is circulated through channels which play an essential role. The channels or forum is regarded as the 4th pillar of the constitution in their representation. The channels or forum is not only restricted to the information supplier but it moderately shapes the opinion of public, individual confidence and also perception of oneself, channels affect the activity of mixing socially with other and shape the dogma and there way of thinking. The realms of health and communications is connected and it also increases the identification as the needful elements of efforts to change the conditions of public health and also personal. The main drawback for the complete improving health status is of insufficient information on health and education.

Objectives of the Study

The classification of health status among women and situation of channels generating the consciousness among health issues is divided and made an understanding by this paper-

- The representation of women in channels.
- Women health in rural areas and the situation of agency and rural women health.
- Rural women health and channels.

The Representation of Women in Channels

Across the year and mainly during the past ten years India had advanced and legally in large size. In the matter of infrastructure in Indian had enlarged its communication facilities without any prejudices. The representation of women in channels in Indian had fraught the awareness and evaluation on channels during recent days. The representation of women as men can be seen as subordinate handsome, mothers are the humble of their children successful homemaker etc. women resemblances had gone through retainer on one sided expectation on channels.

Studies on gender roles in media show that women are underrepresented in movies, and that they are represented in a different way than men. Men tend to be portrayed as having higher and longer lasting career status based on their success, while women have lower and shorter career status based on their youth/looks (Carter & Steiner 2004) ^[1]. Furthermore, media and gender is a big area that constantly produces new data that can be gathered and analyzed in various ways. Each year there are a huge amount of movies and television shows produced. Media is a 6 important area of study since it has the power to represent what is socially acceptable'(Carter & Steiner 2004) ^[1].

Channels and Women Health Status Indian

A study by Choi in 2006 found that boys are more likely to receive immunizations than girls in rural areas. This finding has led researchers to believe that the sex of a child leads to different levels of health care being administered in rural areas. There is also a gender component associated with mobility. Indian women are more likely to have difficulty traveling in public spaces than men, resulting in greater difficulty to access services.

Amartya Sen's cooperative conflicts approach to gender biases frames women's gender disadvantage through three different responses: breakdown wellbeing, perceived interest and perceived contribution responses. The breakdown wellbeing response derived from the Nash equilibrium describes breakdown positions between individuals during cooperative decisions. When the breakdown position of one individual is less than the other person, the solution to any conflict will ultimately result in less favorable conditions for the first individual. In terms of women's health in India, the overall gender disadvantage facing women represented by cultural and societal factors that favor men over women negatively impacts their ability to make decisions with regards to seeking out healthcare.

The negative consequences on women health is on unlucky pregnancies discontinued by insecure abortion. The mother's death is of elevated level mainly of painful, since most of these mortality can be stopped if women have sufficient knowledge on health or referral suitable health care. (jeebboy and Rao 1995) [2]. The present principal of reality is on increases mother's death ratio is insufficient entry of health care. (The world bank 1996)

Even women don't have the knowledge of anemia straightforward basis of death can be ignore if women had the knowledge. Indian with excessive prevalence of cervical cancer in the world and can be decreased by easy method of paper test. From the past ten years the new report says that female infanticide had extended to one crores. As we know that hundred of women were killed every year and every thinkable excuse. If it continues for future days there will be prospects of women being a kind of lost. The alarming growths are not withstanding in Indian a woman that's of AIDS and they had only little awareness regarding AIDS. According to NFHS report says that huge numbers of Indian female are not at all heard about AIDS. Those who had heard about the disease of AIDS were of misunderstanding.

"Information reading health, few measures were taken on health care and public health awareness, since it's extremely important to assist deliberate on behavior of health, nursing and settlement" (kreps 1988). Whereas the role of media in India use to generate among knowledge of health in Indian women is of minimum. Independently the finance programme from government on AIDS, drug services to pregnant women and vaccination. In Indian women's health had not at all permitted on media enterprise.

Rural Women Health and Channels

Rural women health's reach its greatest level by channels that are T.V. However the manifestations of mass media like T.V differ place to place and also from time to time. According to NFHS II survey report by International Institute for population science Mumbai mark out that the methodical manifestation to T.V was high in Delhi 90% and least was in Bihar in the 1998-99. () Where as in the year 1995 peoples literacy in urban areas information regarding tuberculosis was largely in books, T.V and magazines etc. 65% from past ten

years was 80% of rural areas use to access to T.V and information includes on health through channels.

A numerous health programme had made use of intimate and traditional participated and circulate the announcement focus to influence on society members. The channels can generate a foundation and dissimilar action on communications between people which are necessary to make reality of the attain of knowledge which generate through the channels.

Conclusion

The base of humankind is on women health. The globe evolution that's science, politics and economic etc., however nothing can be reached when the basic of society can't receive proper attention on women health. The present days women's health is fully depends on upcoming procreation on health, so this can't be say as womanly problem but it is as a societal problems. So channels should take authority and actual analyze regarding women's health.

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