Globalization and Mass Media Exposure among the Youth of AWGP

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Abstract

Globalization may be thought initially as the widening, deepening and speeding up of worldwide interconnectedness in all aspects of contemporary social life, from the cultural to the criminal, the financial to the spiritual. This definition suggests that at the most general level, globalization refers to a process of change, which affects all regions of the world in a variety of sectors including the economy, technology, politics, the media, culture and the environment. Mass Media is playing a crucial role in today's human society. It has become a powerful instrument of social change and influences the daily life of the people. New communication technologies such as satellites, cable television, wireless telephony, the Internet and computers are bringing about noticeable changes in the modern society. The present paper is based on an empirical research study conducted on 100 Youth trainees of a Prashikshan Shivir (Training Camp) of All World Gayatri Pariwar, Shantikunj, Haridwar by administrating an interview schedule on the respondents. The exploration of the present study reveals that most of the persons associated with this type of training are youth coming from upper and middle order caste backgrounds. In order to know their place of origin data suggests that there were twelve states representation in the study and mass media exposure of the respondents was very high.

Key words : Globalization, Mass Media Exposure, Training Program, Youth and AWGP

The present paper is aimed at analyzing the Globalization and Mass Media exposure among the Youth of AWGP. The study was conducted on a purposive sample of 100 youth associated with training of the Akhil Vishwa Gayatri Pariwar (AWGP), Shantikunj, Haridwar through a highly structured interview schedule. The paper is divided into three sections. The first section deals with the concept of Globalization and Mass Media. In the second section, social background of the respondents is analyzed. And patterns of Mass Media exposure are discussed in the last section.

Globalization

Globalization may be thought initially as the 'widening, deepening and speeding up of the worldwide interconnectedness in all aspects of contemporary social life, from the cultural to the criminal, the financial to the spiritual'. This definition suggests that at the most general level, globalization refers to a process of change, which affects all regions of the world in a variety of sectors including the economy, technology, politics, the media, culture and the environment (Held *et al.,* 1999).

Globalization is a multidimensional process in which the flow of material and non-material items is multi-directional. New communication technologies, main driving forces of globalization, are not only being used for economic transactions and disseminating the contents of secular education but a number of religious organization have been using mass media and interactive communication technologies such as internet and mobile telephony in promoting their activities in different parts of the world. Both

the fundamentalists as well as liberal religious ideologies are using cyberspace to extend their activities at the global level. The liberal spiritual leaders have presented a new form of spirituality which is above the rigid ideology of caste, race and religion and emphasize on the emancipation of the human soul. As a result, they have attracted a large number of the youth throughout the world. As a cultural process globalization has significant consequences for the organizations responsible for pattern maintenance. Interactive technologies of communication are the heart of the communication revolution that is occurring in India. The computer and its various applications in satellite and cable television, telecommunication and the Internet are the main driving force of communication revolution taking place in India (Singh and Rooparani, 2005). Communication technology includes the hardware equipment, organizational structures and social values by which individuals collect, process and exchange information (Singhal and Rogers, 2001).

Characteristics and Dimensions of Globalization

Held *et al.,* (1999) characterized globalization by four types of change which are as follows: First, it involves a *stretching* of social, political and economic activities across political frontiers, regions and continents. Second, it suggests the *intensification*, or the growing magnitude, of interconnectedness and flows of trade, investment, finance, migration, culture, etc. Third, the growing extensity and intensity of global interconnectedness can be linked to a speeding up of global interactions and processes, as the evolution of world-wide systems of transport and communication increases the velocity of the diffusion of ideas, goods, information, capital, and people. And fourth*,* the growing extensity, intensity and velocity of global interactions can be associated with their deepening impact such that the effects of distant events can be highly

significant elsewhere and even the most local developments may come to have enormous global consequences. In this sense, the boundaries between domestic matters and global affairs can become increasingly blurred" (Held *et al.,* 1999).

Approaches to study Globalization

There is a general agreement among the scholars on the 'interconnectedness' dimension of the process of globalization. But they differ from each other on other dimensions of globalization. The commentators on globalization can be identified into three broad categories: hyperglobalizers, skeptics and transformationalists.

i). Hyperglobalizer's approach: The *Hyper-globalizers* believe that globalization represents a new epoch in human history, in which all types of relationships are becoming integrated at the global level, transcending the national states and making it increasingly irrelevant. Ever-increasing cross-border flow of capital, commodities, people and ideas are a defining factor of the new age. Hyperglobalizers can be further divided into two sub-categories: a). *The positive hyperglobalizers,* mainly those who advocate for open, global markets and believe that these will guarantee optimal economic growth and will, in long run, bring about improved living standards for everyone (Ohmae, 1991, 1995); and b). *The negative hyperglobalizers,* mainly critical theorists and neo-Marxist scholars (Martin and Schumann, 1996), focused upon negative impacts of globalization in a critical manner and rejected the notion of globalization in its totality.

ii). Skeptic's approach: The *skeptics,* who also focused on economic aspects of globalization, argue that there is nothing new about this international economic integration. It is comparable to the period proceeding to First World War. They generally prefer the term 'internationalization' to globalization (Hirst and

Thompson, 1996; Weiss, 1997). They also argue that the role of the nation-state remain as strong as ever.

iii).Transformation Approach: The *Transformationalists*, however, argue that globalization is the central driving force behind the major economic, cultural, social and political changes that are affecting virtually all the world people today. Globalization is seen as the overall consequence of closely inter-linked processes of change in the areas of technology, economic activity, governance, communication and so on. Developments in all these areas are mutually reinforcing or *reflexive*, so that no clear distinction can be drawn between cause and effect. Transformationalists regard contemporary patterns of cross-border flows (of trade, investment, migrants, cultural artifacts, environmental factors, etc.) as without historical precedent. Such flows integrate virtually all countries into a larger global system, and thus bring about major social transformations at all levels.

Thus, the process of globalization is not confined to economic and political concerns of these societies. Its impact can also be observed in the field of mass media communication and other social institutions of the society (Singh, 2004).

In the light of the above discussion we can define globalization as a multi-dimensional and multi-directional process which is integrating nations and peoples—politically, economically, and culturally—into a larger community. In this broad sense, it is little different from internationalization. Yet globalization is more than this incremental process that over the centuries has brought people and nations closer together as technological innovation dissolved barriers of time and distance, and enhanced flows of information promoted greater awareness and understanding.

Mass Media Communication

The term 'mass communication' came into use in the late 1930s, but its essential features were already well known and have not really changed since, even if the media themselves have in some ways become less massive. Early mass media were quite diverse in their scale and condition of operation. For instance, popular film could be seen in village tents as well as metropolitan picture palaces. The newspaper press ranged from popular city dailies to small local weeklies (McQuail, 2010).

Mass media communication is considered as an important vehicle of modernity as it is an integral part of the modern communication system (Pye, 1963). It is generally assumed by a number of social scientists that mass media play an important role in the process of transformation of society from traditional society to modern society (Parsons, 1951, 1964; Moore, 1963; Smelser, 1959, 1963; Hoselitz, 1960, 1964; Eisenstadt 1966, 1970; Lerner, 1958). This is the reason that growth of mass media has been an essential component of development planning in India. However, this view has been questioned by a number of scholars (Frank, 1967; Amin, 1974; Wallerstein, 1984) who have not only been skeptical but also critical to this kind of assumption of modernization theorists.

Globalization of Mass Media

New Media has evolved as an interconnected network of audio, video and electronic communication that will blur the distinction between interpersonal and Mass communication (Voicu, 2013). New media refers to on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, and creative participation. Another aspect of new media is the real-time generation of new and

unregulated content. McQuail (2010) notes that the expression 'new media' has been in use since the 1960s and has had to encompass an expanding and diversifying set of applied communication technologies. He further defines new media as "a disparate set of communication technologies that share certain features, apart from being new, made possible by digitalization and being widely available for personal use as communication devices (McQuail, 2010).

Most technologies described as "new media" are digital, often having characteristics of being manipulated, networkable, dense, compressible, and interactive. Some examples may be the Internet, websites, computer multimedia, video games, CD-ROMS, and DVDs. New media does not include television programs (only analog broadcast), feature films, magazines, books, or paper-based publications – unless they contain technologies that enable digital interactivity.

With digitalization all the media became translatable into each other--computer bits migrate merrily. A movie, phone call, letter, or magazine article may be sent digitally via phone line, coaxial cable, fiber optic cable, microwave, satellite, the broadcast air, or a physical storage medium such as tape or disk. If that's not revolution enough, with digitalization the content becomes totally plastic--any message, sound, or image may be edited from anything into anything else" (Brand, 1987, p.18). Akin to the energy generated by nuclear fusion, the communication power which can be generated by media fusionwill be formidable. The ability to digitally mix all media on a common palette provides one with the ability to present and simultaneously illustrate any idea or concept with multiple windows of audio & visual, text & graphics. Multimedia offers one the unique opportunity to combine a unified field of media with an open field of experience. As defined in

Multimedia: Gateway to the Next Millennium. Multimedia is the next step in the social and technological evolutionof publishing and sets the stage for even more profound means and experiences of communications. Multimedia is, insimplest terms, the digital processing of binary-coded electronic signalsof voice or data, text or images, music or video" (Rosan, 1994, p.230). Herein, it would appear that, at present, multimedia is evolving toward revolutionary status.

The mass media communication can be broadly classified into three categories namely, the broadcast media, the print media and the audio-visual media (Singh, 1995), and new media & social media.

(a) The Broadcast Media (Radio)
The broadcast media include mainly radio. Radio is an electronic auto-medium for broadcasting programme to the audience. This medium is cosmopolitan in approach and is suitable for communication to millions of people widely dispersed and situated in far-flung areas. The availability of low cost receiving sets operated with electricity or battery helped radio to penetrate deep into the rural life. Radio is suitable for creating general awareness among people, build up desirable change in attitude and reinforce learning. The medium is extremely convenient for communication in times of crises and urgent situations. People with no education or very little education and those who are not in a position to attend extension programmes personally, can take full advantage of this medium and build up adequate knowledge and skill. It reaches a large number of people at a very low cost. The programmes may be listened to while one is engaged in farming or household work (Kumar, 1998).

(b) The Print Media

The print media include printed matter such as newspapers, magazines, pamphlets and posters etc. which are circulated among the masses for the purpose of disseminating information. The print media has been relatively a major resource of leisure in today's modern societies. It can be broadly classified into two categories namely; newspaper and magazine. The first, newspaper is one of the important media of mass communication in modern society. The reading of newspapers has now become a part of life as it disseminates information among the masses. One of its principle functions is to process description of events into printed form. The second, magazine is a leisure time activity. The advantage of this medium is that one can read a magazine not only in the house but also outside. It not only provides information about important events but also provides entertainment. Some magazines cover general topics while the others are devoted to specific subjects like sports, films, science and so on (Singh, 1995).

(c) The Audio-Visual Media

Television and cinema are main audio-visual media. The audio-visual media provide pictures with words and sounds effects. These media are cosmopolitan in approach and can be used to create instant mass awareness. It can deal with topical problems and provide solutions. They contribute information and speed up the process of adoption.

i).Television: Television is strong in providing the stimulus, exposing the audience to a whole new set of ideas and experiences. In comparison to motion picture, television can create more impact due to its flexibility, less time taken to record and telecast programmes and wider coverage. Compared to the radio, television has, however, less impact in rural India, mainly because of low availability of this medium and due to high cost receiving sets. Coverage of more area by increasing the transmission facility of television does not necessarily indicate the availability of this medium to the rural audience (Singh, 2002).

ii). Cinema: The cinema is a very attractive medium for Indian masses. The main reason for its popularity is that it does not require any initial money to invest in comparison to other audio-visual media like television. Indian masses are not in a position to invest a huge amount of money on these items. Naturally, cinema going is relatively cheaper (Singh, 2002).

Research Methodology

(a) The Universe of the Study:

The study was focused mainly on Shanti Kunj Haridwar, headquarter of All World Gayatri Pariwar (AWGP). The main thrust of the study was to analyse the social background of those persons who participate in the *Prashikshan Shivirs* (training camps) of the AWGP at Shanti Kunj Haridwar. The study activities of Abroad Cell and Multimedia Centre of All World Gayatri Parivar at Shanti Kunj Haridwar were understood in terms of the adoption of new communication technologies, such as internet, e-mails, sms, etc. used to disseminate the spiritual messages to the *parijans* (followers of Gayatri pariwar are called *parijan*) in India and abroad.

(b) Techniques of Data collection

The study was focused on a purposive sample of one hundred parijans associated with All World Gayatri Pariwar in India. These youth were selected at Shantikunj Haridwar at the time of their visit in training camp in December 2012 organized by Shantikunj Haridwar. A highly structured interview schedule, having questions related to their social background, media habits, patterns of using new communication technologies and religious practices was administered on the study sample.

Findings of the study

Social Background of the Respondents

Social background of a person is closely related to his value orientation, role perception and role performance. It involves an analysis of his age-group, sex, language, caste, marital status, education and place. In the present paper an attempt is made to analyse the social background of the youth under study in terms of their age-group, sex, language, caste, marital status, education and place.

Age group: The subject can be classified into three age groups (i) 15-20 years, (ii) 21- 30 years and (iii) 31-35 years. Most of the respondents (47%) belong to the age group of 21-30 years of age. While 42% of the respondents belong to the age group of 15-20 years of age. Those who belong to the age group of 31-35 years of age constitute 11% of the respondents. *Sex:* Most of the respondents (67%) are male and the remaining 33% of the respondents are female.

Language: Most of the respondents (85%) have their mother tongue Hindi. While 9% of the respondents have their mother tongue Gujarati. Those who have their mother tongue Oria constitute 5% of the respondents. Only 1% of the respondents have their mother tongue Marathi.

Caste: More than half of the respondents (56%) belong to General category. While 36% of the respondents belong to Other Backward Classes category. Those who belong to Scheduled Caste constitute 5% of the respondents. Only 3% of the respondents belong to Scheduled Tribes. It suggests that the mission has followers in all sections of Hindu Society.

Marital Status: Most of the respondents (85%) are unmarried while 15% of the respondents are married.

Education: The data reveal that more than one-third of the respondents (38%) attained education upto graduate (12+3) level. While 32% of the respondents attained education upto Intermediate (11-12) level. Those who attained education up to Post Graduate level constitute 16% of the respondents. Only 7% of the respondents attained education up to High School (6-10) level. Remaining 7% of the respondents attained Professional/Technical qualification. On the basis of the education the data suggests that majority of the respondents are highly educated while rest of them are educated up to secondary level.

Place: A little more than one-fourth of the respondents (28%) belong to Uttar Pradesh, Uttarakhand (15%) and Madhya Pradesh (15%). While 9% of the respondents belong to Gujarat followed by Jharkhand (8%), Bihar (7%) and Chhattisgarh (7%). Those who belong to Orissa state constitute 6% of the respondents. Only 2% of the respondents belong to Rajasthan followed by Maharashtra (1%), Himachal Pradesh (1%) and Nepal (1%). In order to know their place of origin data suggests that there were twelve states representation in the study. It suggests that most of the respondents were from Hindi speaking states.

Patterns of Mass Media Exposure

Mass Media is playing a crucial role in today's human society. It has become a powerful instrument of social change and influencing the daily life of the people. The mass media can be classified into three categories, namely the broadcast media, the print media and the audiovisual media (Singh, 1995). The broadcast media include mainly radio. Therefore, questions related to frequency of radio listening in a week, type of programmes listen on radio, were asked. Print media include mainly newspapers and magazines. Therefore, questions related to their habits of reading newspapers, total time spent on reading newspapers in a day, types of newspaper

read, and habits of reading magazines were asked. Audiovisual media include two media, namely Television and Cinema. Therefore, questions related to watching T.V., total time spend on T.V. watching in a day, place of watching television, programmes watched on television, subscriptions of Cable T.V. connections, types of Channels watched on Cable T.V., monthly frequency of cinema going, types of films preferred and language of film preferred by them were asked.

News papers: Most of the respondents (88 percent) subscribe newspaper. A little more than half (51%) of the respondents read Dainik Jagran followed by Amar Ujala (25%) and Hindustan (25%). A little less than one-fourth of the respondents (23%) read Pragya Abhiyan and Dainik Bhaskar followed by Times of India (19%). The data reveal that a little less than three-fourth of the respondents (73%) read newspaper for less than one hour. While a little more than one-seventh of the respondents (15%) spend 1-2 hours on newspaper. Remaining 12% of the respondents don't read newspaper.

Most of the respondents (57%) are interested in reading sports, headlines (53%), spiritual articles (50%), editorial, politics and current affairs (41%) each, international issues (40), foreign news (38%), entertainment and first page news (37%) each, stories (36%), cinema (30%), zodiac sign (29%), defense related matters (27%) and employment (23%). While advertisements (18%), business (17%), reader's column (17%) and matrimonial (2%) are read by relatively a less number of the respondents.

Magazines: Most of the respondents (75 percent) subscribe magazine and only (25 percent) of the respondents do not subscribe magazine. Most of the respondents (34%) read India Today. Most of the respondents (24%) read Pratiyogita Darpan. Many types of magazines are read by the respondents. The most popular magazine among

the respondents is Akhand Jyoti (72%). Yug Nirman Yojana (50%) is the second most popular magazine among the respondents. India Today (34%), Pratiyogita Darpan (24%), Balhans and Champak (15% each).

Most of the respondents (38%) spent their time in reading magazines for less than one hour. While a little less than one-fifth of the respondents (18%) spend 1-2 hours on magazines.

Most of the respondents (49%) are interested in reading Spiritual parts of a magazine while Health (38%), Literature (37%), Environment (35%) and Art & Culture (31%) are read by a good number of the respondents. Other parts of magazines such as Politics (25%) and Economy (17%) are read relatively a less number of the respondents. Only 5% of the respondents read other parts of a magazine.

Television: Most of the respondents (67%) have Television set and the remaining (33%) don't have Television but even they also watch television.Most of the respondents (50%) watch T. V. 1-2 hours in a day. While 9% of the respondents watch T. V. 3-4 hours daily. Those who watch T. V. more than 4 hours in a day constitute 5% of the respondents. Remaining 36% of the respondents have no response. Most of the respondents (44%) watch T. V. Daily/regularly. While 13% of the respondents watch T. V. Rarely/occasionally. Those who watch T. V. only 5-6 days in a week constitute 7% of the respondents. Only 4% of the respondents watch T. V. 3-4 days and 1-2 days in a week. Those who do not watch T. V. are only 2% of the respondents. Remaining 26% of the respondents have no response. Most of the respondents (45%) watchTV with their family whileremaining (55%) of the respondents don't watchTV with their family.

Cable connection/DTH (Direct to Home) services: Most of the respondents (52%) have Cable Connection and the remaining (48%) don't have Cable Connection.A little less than one-third of the

respondents (30%) have DTH connection and the remaining (70%) don't have DTH connection.

The data reveal that most of the respondents (60%) watch T. V. at home. While 10% of the respondents watch T. V. at neighbor/relatives/friends home. Those who watch T. V. at shop+home constitute 4% of the respondents. Only 1% of the respondents watch TV at shop. Remaining 25% of the respondents don't watch TV.

Most of the respondents (70%) are interested to watch News followed by Religious/Spiritual programmes (54%), Feature Film (49%), Sports (44%) and Music (42%). While Serials (33%), Mythological Programme (31%), Educational programme (30%), Debates on current affairs (29%), Children's Programme (27%) and Dance Programme (25%) are watched by relatively a less number of the respondents. Other Programmes such as Drama, Documentary, Business/Marketing, Fashion and Interior designing are watched by only a few.

Most of the respondents (61%) are interested to watch Comedy films. While Romantic (30%), Action (28%) and Art (24%) are watch by relatively a less number of the respondents. Other types of films such as Commercial, Adults and other are watch by only a few.

Television Channels: Star Plus is most popular channel among the respondents (45 percent) followed by Aastha and Aaj Tak with 44 percent and 43 percent viewership respectively. Sony and D. D. National-1 are at IV rank with 40 percent viewership while Sanskar TV and Life OK are at V rank with 36 percent viewership followed by Discovery and Zee TV with 35 percent viewership each. 9XM and SUB TV are at seventh and eighth rank with 32 percent and 31 percent viewership respectively. Colors is at ninth place with 28 percent viewership followed by Zee Cinema and Star Sports with 27 percent viewership each.

Cartoon Network, Max and Star Gold are at eleventh rank with 26 percent viewership each. Sahara One is at twelfth rank with 25 percent viewership followed by Star Cricket, Ten Sports and Pragya with 24 percent viewership each. MTV is at fourteenth rank with 21 percent viewership followed by NDTV India and Zee News with 20 percent viewership each. ESPN has 19% viewership. Filmi (18%), UTV Action (17%), Animal Planet (17%), Pogo (16%), ABP News (16%) and IBN7 (15%) are the channels having low viewership among the respondents. UTV Movies, Neo Sports, India TV, Sony Mix, and Star Movies have 14% viewership each. HBO and Mahua TV have 11% viewership each. All others channels - Movies OK (10%), Ten Cricket (10%), Fox Travellor (10), Zoom (9%), Channel V (9%), History TV (9%), Bindass (9%), Disney Channel (8%), ETV Gujrati (8%), BBC World (7%), UTV Stars (7%), E24 (7%), Sadhna TV (7%), Shraddha TV (7%), Hungama (6%), TV9 Gujrati (6%), NDTV 24x7 (6%) and VHI (6%) also have low viewership among the respondents.

Cinema: Majority of the respondents have the habits of cinema going (58%) and remaining a little more than two-fifth (42%) of the respondents don't have the habits of cinema going. Most of the respondents (42%) watchfilms on VCD/DVD and the remaining (58%) don't watchfilms on VCD/DVD.

Most of the respondents (16%) watch films once in last one week. While 6% of the respondents watch films four times. Those who watch films three times in last one week constitute 5% of the respondents. Only 4% of the respondents watch films twice last one week. Remaining 69% of the respondents have no response.

Most of the respondents (17%) watch Cinema more than four times in last three months. While 13% of the respondents watch Cinema twice. Those who watch Cinema once in last three

months constitute 7% of the respondents. Only 4% of the respondents watch Cinema three times while 4% of the respondents also watch Cinema four times in last three months. Remaining 55% of the respondents have no response.

Radio: Most of the respondents that is little less than one-third (32%) have Radio Set whileremaining (68%) of the respondents don't have Radio Set.About one-fifth of the respondents (17%) listen Radio regularly and the remaining (83%) don't listen Radio regularly.A little less than one- fourth of the respondents (24%) listen Radio regularly on their Mobile Phone and the remaining (76%) don't listen Radio on their Mobile Phone.

Most of the respondents (18%) spend less than one hour in a day on Radio. While 6% of the respondents spend 1-2 hours in a day. Those who spend more than 4 hours on Radio constitute 2% of the respondents. Remaining 74% of the respondents have no response.

Most of the respondents (26%) listen News on Radio. While 20% of the respondents listen Filmi Songs, Bhajans (18%), Lokgeet (13%) and Educational Programmes (11%) on Radio. Those who listen Sports News on Radio constitute 10% of the respondents followed by Plays (10). Only 8% of the respondents listen Classical Music on Radio while 1% of the respondents listen other programmes on Radio.

New Media and Social Media: Most of the respondents (91%) have Mobile Phone whileremaining (9%) of the respondents don't have Mobile Phone. Most of the respondents (41%) spend one hour in a day on Mobile Phone. While 17% of the respondents spend 1-2 hours in a day. Those who spend 2-4 hours in a day on Mobile Phone constitute 16% of the respondents. Only 6% of the respondents spend more than 4 hours in a day on Mobile Phone. Remaining 20% of the respondents have no response.Most of the

respondents (16%) send 1-5 SMS in a day. While 13% of the respondents send more than 20 SMS in a day. Those who send 11-20 SMS in a day constitute 10% of the respondents. Only 6% of the respondents send 6-10 SMS in a day. Remaining 55% of the respondents have no response.

Most of the respondents (61%) use Internet and the remaining (39%) don't use Internet. Most of the respondents (52%) have Internet and the remaining (48%) don't use Internet. Most of the respondents (36%) use Internet at Mobile Phone. About one-fourth of the respondents (24%) spent one hour in a day. Most of the respondents (40%) are interested to search E-mail on Internet and Academic (34%). While News (23%), Download MP3 music (19%), Entertainment (18%), Religious/Spiritual (17%), Information (16%), Download free software (16%) and Chatting (15%) are searched by relatively a less number of the respondents. Other Programmes such as Watching Video Clips, E-commerce, Video Conferencing, Inviting and Other are searched on Internet by only a few. Most of the respondents (55%) have E-mail account while remaining (45%) don't have E-mail account.

Most of the respondents (43%) have made account on Social Networking Websites while remaining (57%) have not made account on Social Networking Websites. Most of the respondents (49%) have made their account on Facebook. While 6% of the respondents have made their account on Twitter on Social Networking Websites. Those who have made their account on YouTube constitute 4% of the respondents. Only 1% of the respondents have made their account on LinkedIn on Social Networking Websites.

CONCLUSION

The exploration of the present study reveal that most of the persons associated with this type of training are youth coming from upper and middle order caste backgrounds. In order to know their

place of origin, the obtained data suggests that there were twelve states representation in the study. UP is the most represented state with a little more than two-fifth (28%) of the respondents. There were 67% Male and 33% Female among the respondents. As far as the educational level of the respondents is concerned 38% of the respondents have completed their graduation while 32% have passed intermediate. They belong to General category and between the age group of 21-30 years. Most of the respondents (85%) use Hindi as their mother tongue. Mass Media exposure of the respondents was high as 88% of the respondents read Newspaper, 75% read Magazines, 67% of the respondents watch television while 58% of the respondents watch cinema. Majority of the respondents have the habit of going to cinema (58%) and remaining a little more than two-fifth (42%) of the respondents don't have the habits of cinema going.Most of the respondents that is little less than one-third (32%) have Radio Set whileremaining (68%) of the respondents don't have Radio Set.About one-fifth of the respondents (17%) listen Radio regularly. Most of the respondents (91%) have Mobile Phone whileremaining (9%) of the respondents don't have Mobile Phone. Most of the respondents (61%) use Internet and the remaining (39%) don't use Internet. Most of the respondents (43%) have made account on Social Networking Websites while remaining (57%) have not made account on Social Networking Websites. So, we can say that the Youth of All World Gayatri Pariwar have high exposure of mass media due to use of TV, Radio, Newspapers, Magazines, internet and Mobile phones etc which require further social investigation.

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