

BREAKING THE STEREOTYPE: Young Populace in Salem consents Television as a beneficial medium to gather social information and awareness

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Abstract: Traditional media systems in the world is incomplete without television. This statement holds good especially in a country like India. Television started in India through SITE experiment in our country. Ever since its inception, it has played a major part in reaching out to wide variety of audiences encompassing all age groups. Television was a dominant form of media in our country for many years. After the entry of internet, TV was perceived to be at a risk of losing its place among the masses given the fact that Internet was much more powerful in disseminating information to the masses. TV is being watched by many groups of people and even more by youngsters. The role played by TV in creating awareness among the masses is undeniable. This research study aims to unravel how the students use television as medium to gather social information. The researchers have used quantitative research approaches to elicit response from the respondents.

Keywords: Television, students, medium, information, awareness.

1. INTRODUCTION:

1.1 India and Television

During the last 50 years, television is considered as one of the greatest inventions of the scientific world that has contributed immensely to the development of mankind. It has brought people of different countries and regions closer to each other, enabling them to learn about the culture and traditions flourishing in different parts of the world. It is perhaps the most powerful means of mass communication for education and entertainment.

The history of television in India started around later fifties. In 1955 a Cabinet decision was taken disallowing any foreign investments in print media which has since been followed religiously for nearly 45 years. Under this circumstances, television in India was introduced on September 15, 1959 in Delhi when UNESCO gave the Indian Government \$20,000 and 180 Philips TV sets. The programs were broadcast twice a week for an hour a day on such topics as community health, citizens' duties and rights, and traffic and road sense. In 1961 the broadcasts were expanded to include a school educational television project.

The first major expansion of television in India began in 1972, when a second television station was opened in Bombay. This was followed by stations in Srinagar and Amritsar (1973), and Calcutta, Madras and Lucknow in 1975. In 1975, the government carried out the first test of the possibilities of satellite based television through the SITE ((Satellite Instructional Television Experiment)) program. For the first 17 years, broadcasting of television spread haltingly and transmission was mainly in black & white. By 1976, the government found itself running a television network of eight television stations covering a population of 45 million spread over 75,000 square kilometres. Faced with the difficulty of administering such an extensive television system television as part of All India Radio, the government constituted Doordarshan, the national television network, as a separate Department under the Ministry of Information and Broadcasting.

1.2 Television Shows in India

With reality TV being so popular, ordinary people are getting chance to show their talents in front of the world. People always want to see sometimes different on television screen. Interesting scripts and

creative ideas ensured that reality shows had their fan following. Today there are many kinds of reality shows on Indian TV screen. there are shows for dancer like (*Boogie Woogie, Dance India Dance, Jhalakdikhla*) there are shows for housewives like (Master Chef, Dance India Dance Super Moms, *Tolmolkebol*), there are shows for people having interest in acting and film line like (*Cine Star Ki Khoz, India's best Dramebaaz, India's Got Talent*). There are also programme for singers like sa re ga ma pa, Singing superstar, Voice of India.

With the increasing number of reality shows, its impact is also increasing. For maximum TRP and advertisement revenue international channels are now competing with national channels. On an average, every person watches television for more than 6 to 7 hour a day. That's more hours than one spending with book or any other form of work. The audiences are highly entertained by the plight of ordinary people caught in awkward situations. Anything that touches the emotional cord of audience becomes an instant hit in India. People always want to see something different on television screen. Interesting scripts, creative and thrill ideas ensured that reality shows had their fan following. Today there are many kinds of reality shows on Indian TV screen. There are dance reality show, Game shows, celebrity shows, makeover shows, prank shows dating shows, social experiments, Adventure/Fear based shows etc.

1.3 Effects of Television

Over the years, the popularity of television has grown to such an extent that today, at least one Television set can be found in almost every home in the world. The television has become one item of a family's existence to such an extent that, now it cannot be brushed aside at this stage. It is a part of every home whether it is in an urban locality or rural. This machine called television has done a lot of service to the mankind. It educates the mass, it provides entertainment sitting at home, and above all it tells us all about the happening in and out of the country throughout the world. Amongst all the mass media today, television attracts the largest number of viewers. Its audience is greater in size than any other form of communication. This is because television is able to attract the audiences of all age groups, literate and illiterate and of all the strata of the society. Not surprisingly, television has its greatest opportunity to influence beliefs and attitudes concerning “groups and phenomena about which there is little first-hand opportunity for learning”

Nowadays watching too much TV has become a major problem. We can see TV in every home, even the parents begin to teach their children to watch TV in early childhood, because they think that is a good way to develop a child. Sometimes people forget that the TV does not always carry only positive aspects. “Indeed, a negative relationship exists between the amount of time spent watching TV and children and adolescents health status, including overweight, school and verbal performance, perceived cognitive and attention abilities, and violence or bullying”. Negative effects of the TV became quite obvious fact.

As a consequence, TV affects human physical, mental and social health in a very destructive ways. One reason why people should not watch too much TV is reduction of mental capacity.

1.4 Television programs and Students

Since the inception of televisions in the early 1900s, it has grown to become a very large part of our lives, especially college students. For our generation, watching TV has become more accessible than ever. From streaming TV on our cell phones and tablets to downloading episodes on our computers, TV is an integral part of our everyday lives as college students, and it has become a big source of entertainment, and sometimes procrastination.

College is a time in which most students experience the freedom to manage their own lives for the first time. We're faced with managing our own schedules, which are often over booked and tiresome, but we still find time to incorporate procrastination and relaxation by sitting down on the couch and turning on the TV.

College students also watch TV as it is a source of entertainment and enhances their social life. The majority of students watch TV because it is entertaining and something to do when they are bored.

2. REVIEW OF LITERATURE:

2.1 Television Impact and Viewing

Yadava and Reddy (1988) conducted an in-depth interview schedule on Indian families observed two divergent trends in family interaction as a result of the presence of T.V. In some families. There is an increase in the extent and intensity of interaction between members. The reverse is also observed in some other families. Viewers may empathize and identify with characters in programmes and relate more to the programmes than to the members of their family during the course of TV Viewing.

Kuo-Yi Wu (1990) studies the role and contribution of television in shaping of social perception such as sex roles, crime and violence, inter-personal relationships and ageing in Taiwan. Aggarwal (1993) made a study in Shimla city about the impact of cable T.V. on social life. The key objective of the study was the popularity and the possible effects of cable T.V. on social life of people in terms of certain demographic variables. The study was conducted through questionnaire technique.

Valaskakis (1983) in his study examined television viewing tastes and habits among the Inuit Indians of the Eastern and Central Arctic. The findings revealed that the amount of different types of programming was significantly different among the Inuit Indians. Accordingly, the underlying assumption is that, the Inuit males who are heavily engaged in television's sports fare, would underestimate the mean world of television.

Lowery and DeFleur (1988) showed in their research that children tend to watch more television than do adults, prefer to watch adult programs, and usually watch as late into the night as do adults. Despite their emergence from the more limited world of childhood and their increased reliance on peers, adolescents continue to spend a great deal of their time watching television.

Sinichi Shimizu (1993) in her study found that MTV programmes are changing the entire music scene in Asia. Multinational rock music or world music is becoming the mainstream popular music among the youth in Asia, while the traditional style is becoming obscure and obsolete. Unnikrishnan and Bajpai (1996) found in their study that about 48% upper class and 62% middle-class Indians watch Television for more than two hours per every day.

Fatima (2000) suggests through research that TV has a long-term effect on people's thinking. Therefore, instead of glamorization, portrayal of crime and commercialization, positive trends need to be introduced on the TV channels in order to save our values.

Bukhari (2002) concludes that the youth is getting liberated ideas regarding the placement and position of women in the society.

2.2 Contemporary Youth and Television

According to Ranganathan (2002) watching TV is popular among youth and not all of them watching TV for entertainment alone. Considerable numbers among them are on the lookout for useful and usable information. They seek information that will enhance their general awareness and help them in their educational pursuits.

Saiprasad (2001), higher education students seek information on education, career guidance, career advancement and a host of other areas through the internet. Research has indicated that computerized learning motivates students to invest more time in a subject area (time on task), in particular when the student can work according to his own pace and time schedule.

3. THEORITICAL FRAMEWORK:

This study engages George Gerbner's Cultivation Theory as the theoretical framework for this study. In this theory Gerbner says that the concept of "cultivation" was used to describe the independent contributions television viewing makes to viewer conceptions of social reality. The use of the term "cultivation" is not just another word for "effects".

The Cultural Indicators Approach involves a three-pronged research strategy. A longitudinal study of adolescents (Gerbner, Gross, Morgan & Signorelli, 1980; Morgan 1982, 1987; Morgan, Alexander, Shanahan, & Harris, 1990) show that television can exert an independent influence on attitudes and behaviours over time, but that belief structures and concrete practices of daily life can also influence subsequent viewing.

Cultivation is not conceived as a unidirectional but rather more like a gravitational process. Testing "cultivation" on the basis of program preferences, short-run exposures, may illuminate some media effects but does not address fundamental assumptions of cultivation theory.

Uses and Gratifications Approach

Uses and gratifications theory attempts to explain the uses and functions of the media for individuals, groups, and society in general.

There are three objectives in developing uses and gratifications theory:

- 1) To explain how individuals use mass communication to gratify their needs. "What do people do with the media".
- 2) To discover underlying motives for individuals' media use.
- 3) To identify the positive and the negative consequences of individual media use.

At the core of uses and gratifications theory lies the assumption that audience members actively seek out the mass media to satisfy individual needs.

Statement: A medium will be used more when the existing motives to use the medium leads to more satisfaction.

4. OBJECTIVES OF THE STUDY:

The main objectives of the study are

- To find out how many hours' students watch television during weekdays and weekends.
- To find what creates and interest for viewers to watch a programs.
- To identify the regularity and time spent on watching television by college and university students.
- To find out the kind of television programs that interests the respondents.
- To find out the action of the respondents after watching the Television programs.

5. RESEARCH METHODOLOGY:

The methodology employed in this study is one of a quantitative nature and takes the form of survey method. Hence the researcher confined the research into the quantitative content analysis technique for this study.

Table 4.1 Respondents age

Age Group	Frequency	Percentage	Percentage	Cumulative Percentage
18 - 21	156	62.4	62.4	62.4
21 - 25	83	33.2	33.2	95.6
25 -30	10	4.0	4.0	99.6
Above - 30	1	.4	.4	100.0
Total	250	100.0	100.0	

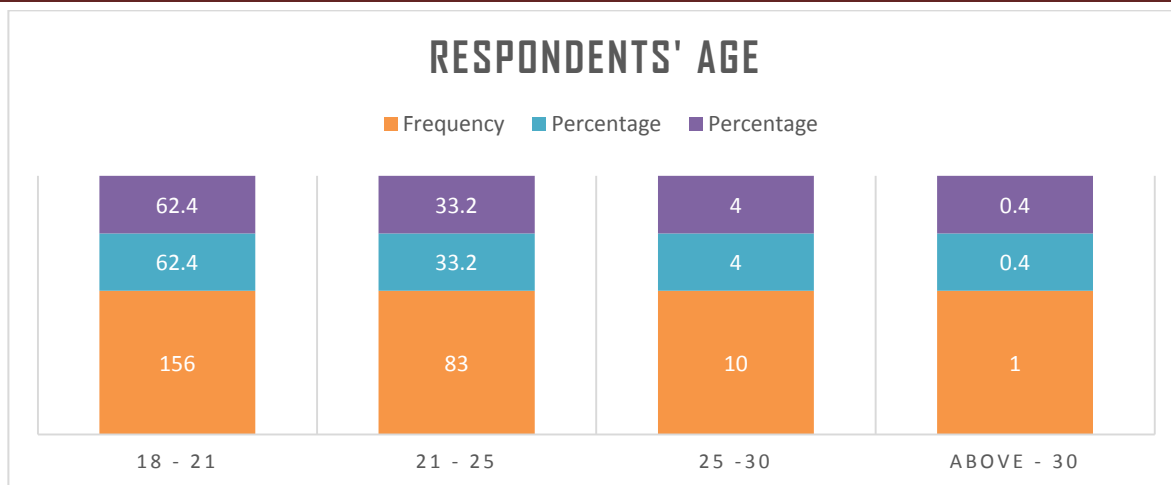


Figure 4.1

Table 4.2 Gender details of the respondents

Gender	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Male	115	46.0	46.0	46.0
Female	135	54.0	54.0	100.0
Total	250	100.0	100.0	

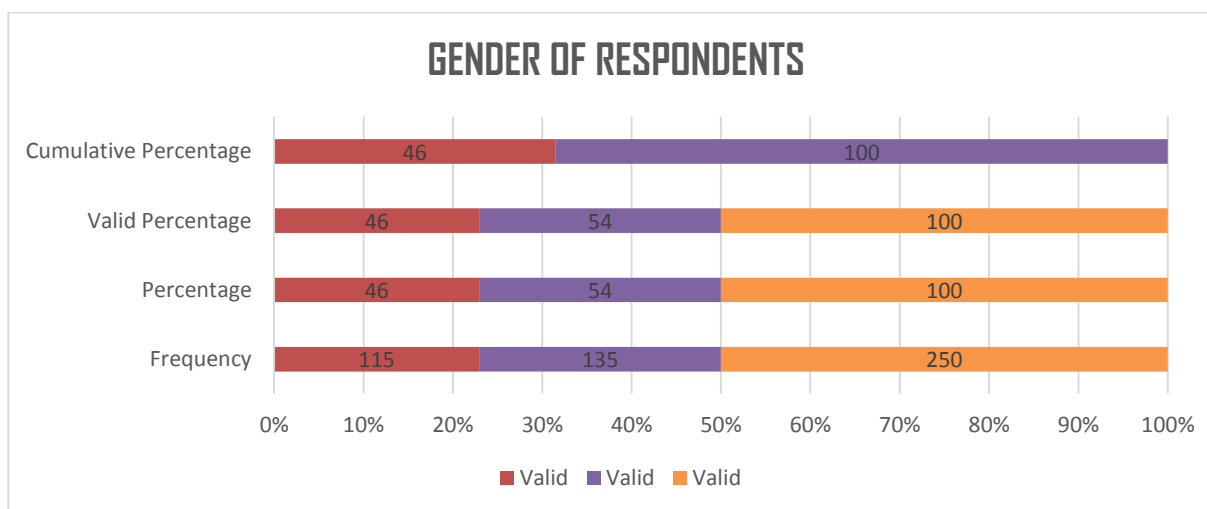


Figure 4.2

Table 4.3 Educational Qualification of the respondents

Educational Qualification	Frequency	Percentage	Valid Percentage	Cumulative Percentage
UG	141	56.4	56.4	56.4
PG	54	21.6	21.6	78.0
M.Phil	30	12.0	12.0	90.0
Ph.D	25	10.0	10.0	100.0
Total	250	100.0	100.0	

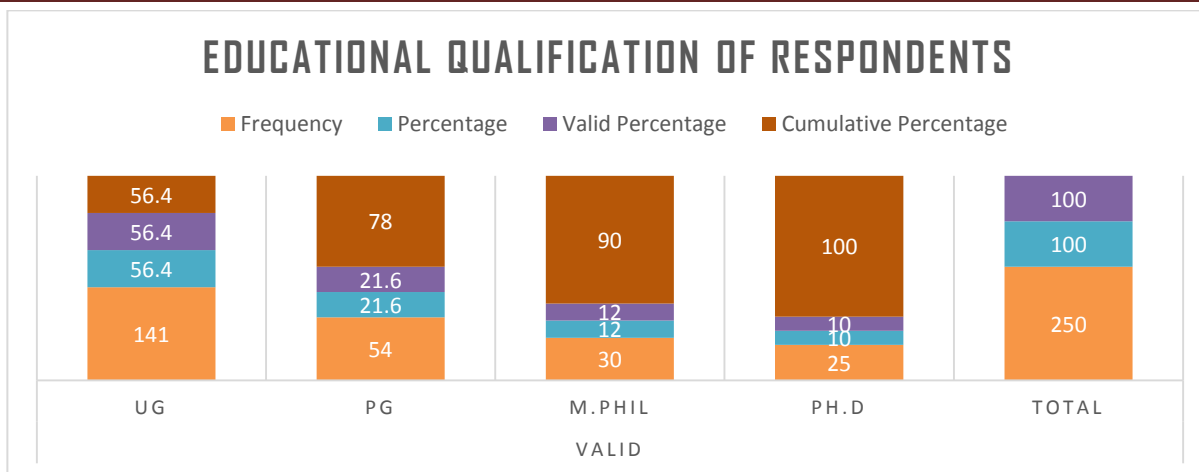


Figure 4.3

Table 4.4 Educational stream of the respondents

Educational Stream		Frequency	Percentage	Valid Percentage	Cumulative Percentage
VALID	Arts& Science	49	19.6	19.6	19.6
	Engineering	50	20.0	20.0	39.6
	Medicine	50	20.0	20.0	59.6
	University	101	40.4	40.4	100.0
	Total	250	100.0	100.0	

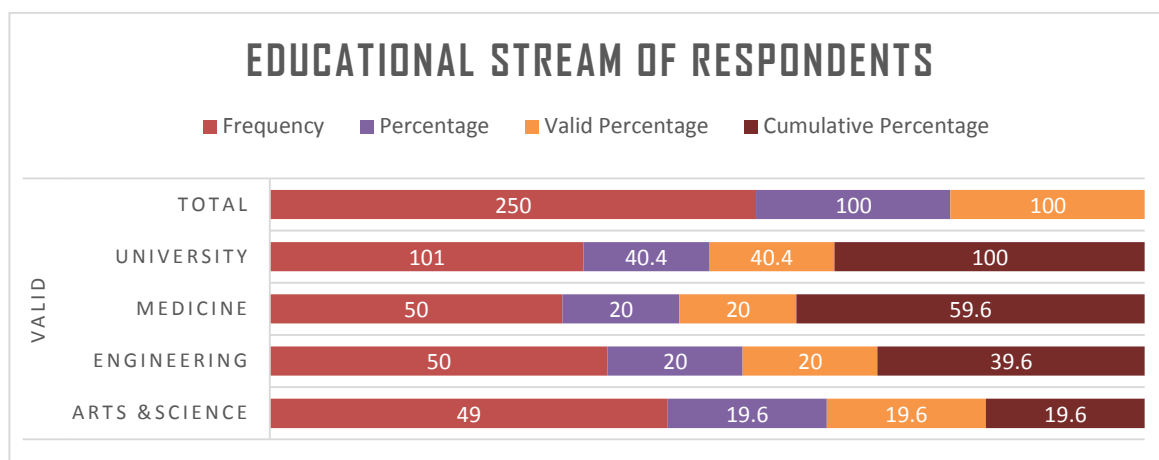


Figure 4.4

Table 4.5 Geographical Area of the Respondents

Geographical Area	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Urban	99	39.6	39.6	39.6
Suburban	52	20.8	20.8	60.4
Rural	99	39.6	39.6	100.0
Total	250	100.0	100.0	

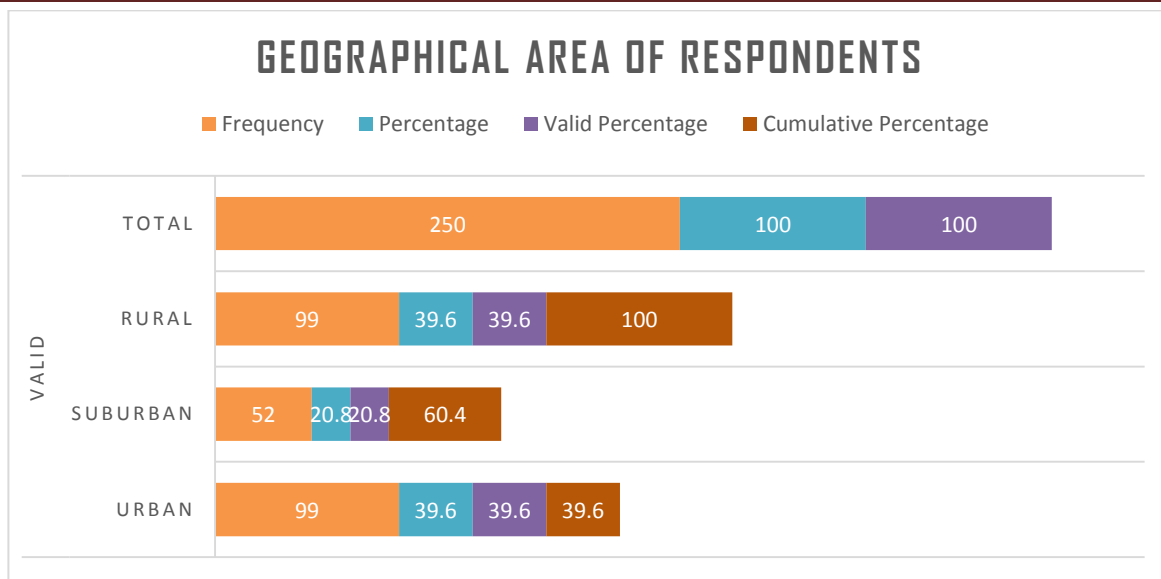


Figure 4.5

Table 4.6 Preferred Channel of Medium to watch Programs

Medium	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Cable	158	63.2	63.2	63.2
DTH	56	22.4	22.4	85.6
Internet	30	12.0	12.0	97.6
Mobile Apps	6	2.4	2.4	100.0
Total	250	100.0	100.0	

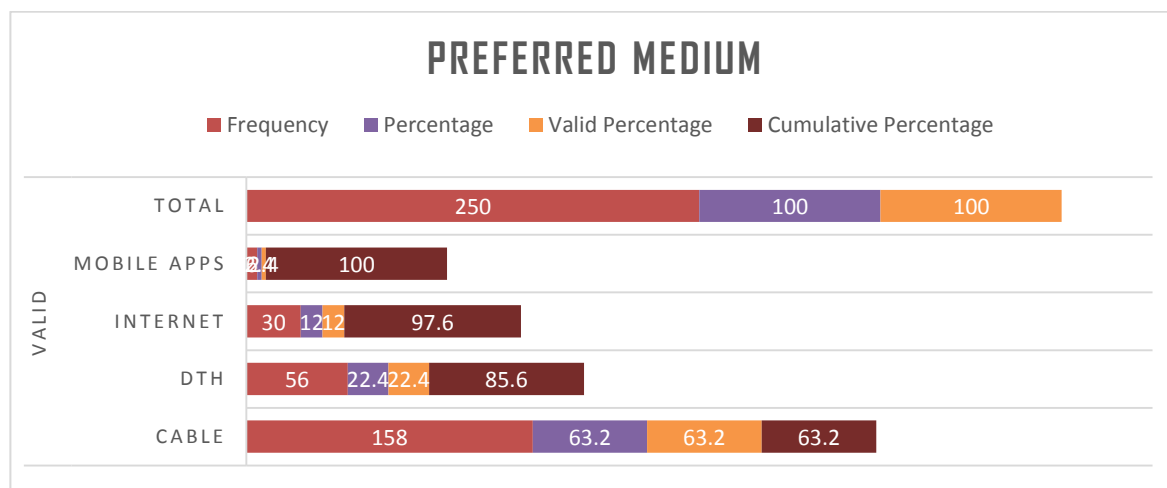


Figure 4.6

Table 4.7 Preferred timing of watching programs

Preferred Timing	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Morn 7am-9am	23	9.2	9.2	9.2
Even 6.30pm-8.30pm	126	50.4	50.4	59.6
Night 8.30pm-11.30pm	101	40.4	40.4	100.0
Total	250	100.0	100.0	

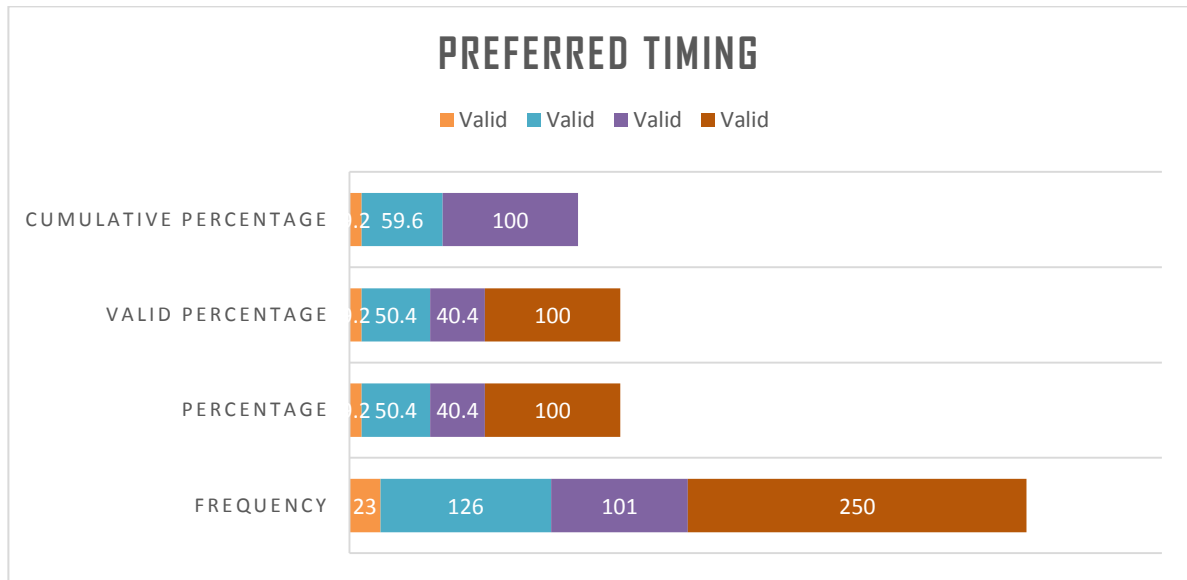


Figure 4.7

Table 4.8 Spending time on television

Purpose	Percentage of respondents				
	Strongly agree	Agree	Neither agree nor disagree	Disagree	strongly disagree
Really useful to know many information	38.4	48.8	8.4	2.8	1.6
Will make me feel happy and comfortable	32.4	54.0	8.4	3.6	1.6
Will disturb my studies a lot	13.6	22.8	34.8	22.4	6.4
Is really waste of time	10.0	16.4	27.6	36.0	10.0
Will make understand the social issues	25.6	41.6	18.8	12.4	1.6
Is just a time pass	21.6	26.0	22.4	19.2	10.8

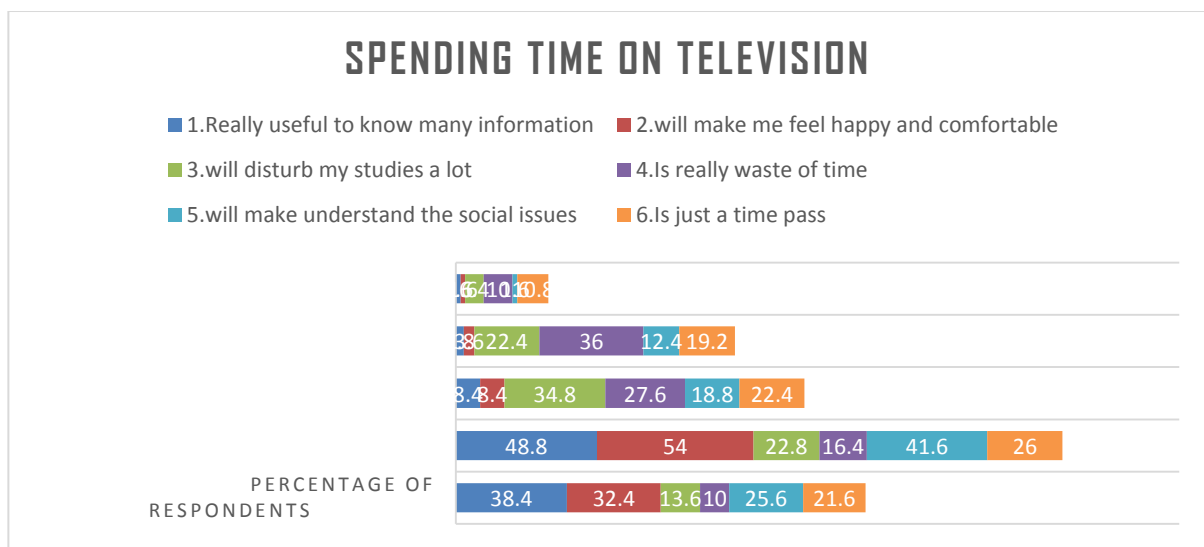


Figure 4.8

Table 4.9 Time duration spent for watching programs in the week days

Duration	Frequency	Percentage	Valid Percentage	Cumulative Percentage
1-2hours	80	32.0	32.0	32.0
2-3hours	112	44.8	44.8	76.8
4-5hours	31	12.4	12.4	89.2
Above-5hours	27	10.8	10.8	100.0
Total	250	100.0	100.0	

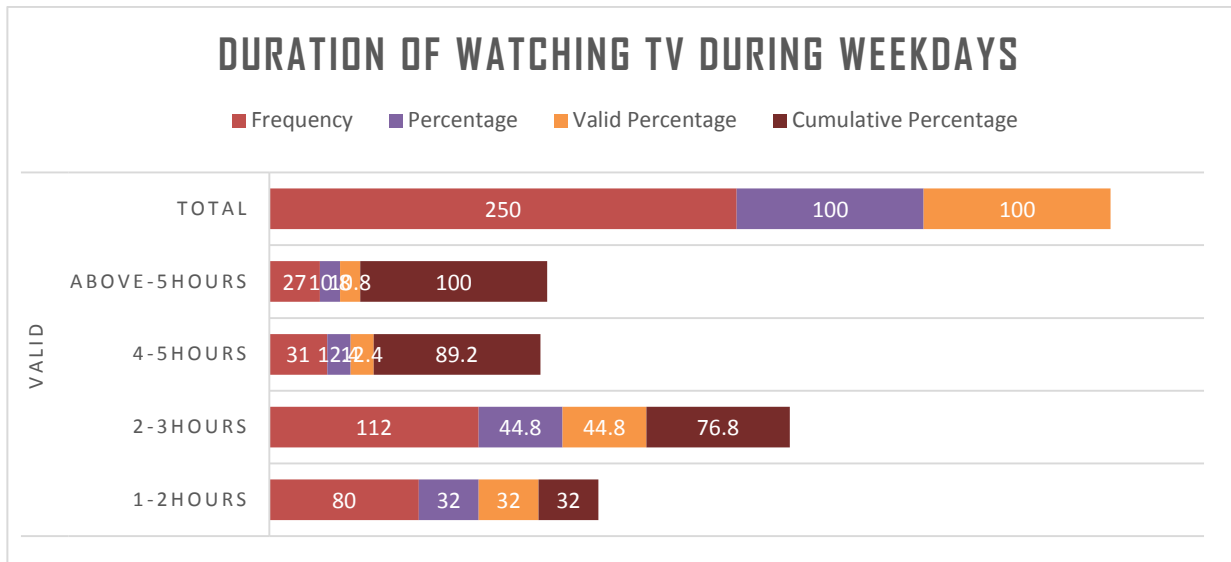


Figure 4.9

Table 4.10 Time duration spend for watching programs in the week end

Duration	Frequency	Percentage	Valid Percentage	Cumulative Percentage
2-3hours	74	29.6	29.6	29.6
4-5hours	98	39.2	39.2	68.8
5-10hours	60	24.0	24.0	92.8
Above10hours	18	7.2	7.2	100.0
Total	250	100.0	100.0	

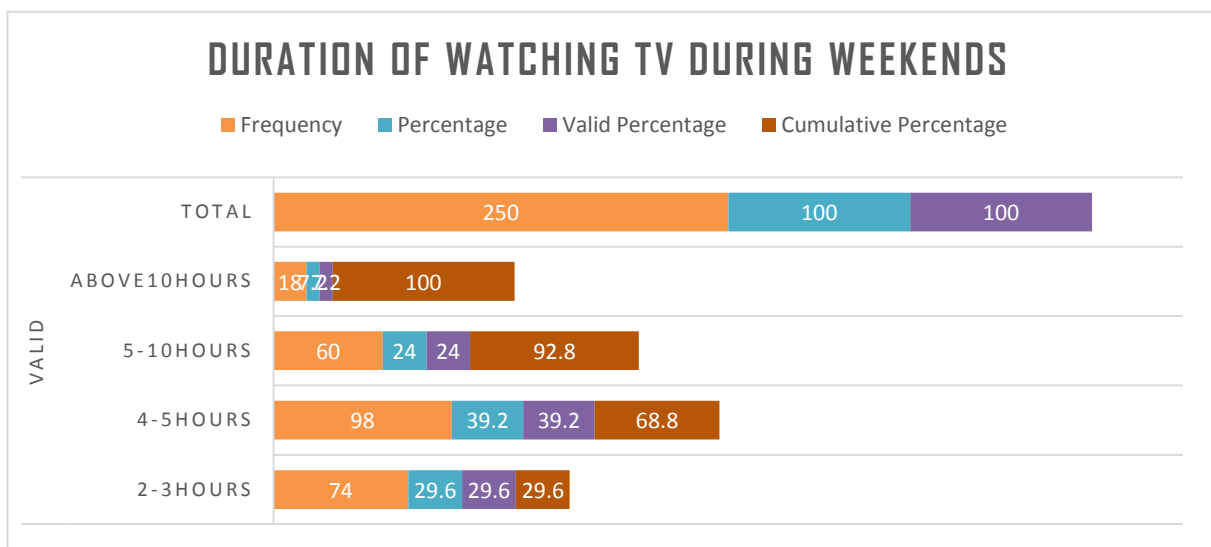


Figure 4.10

Table 4.11 Purpose of watching TV

Purpose	Frequency	Percentage	Valid Percentage	Cumulative Percent
Entertainment	50	20.0	20.0	20.0
Information	18	7.2	7.2	27.2
Entertainment-information	148	59.2	59.2	86.4
Education-Entertainment	28	11.2	11.2	97.6
Others	6	2.4	2.4	100.0
Total	250	100.0	100.0	

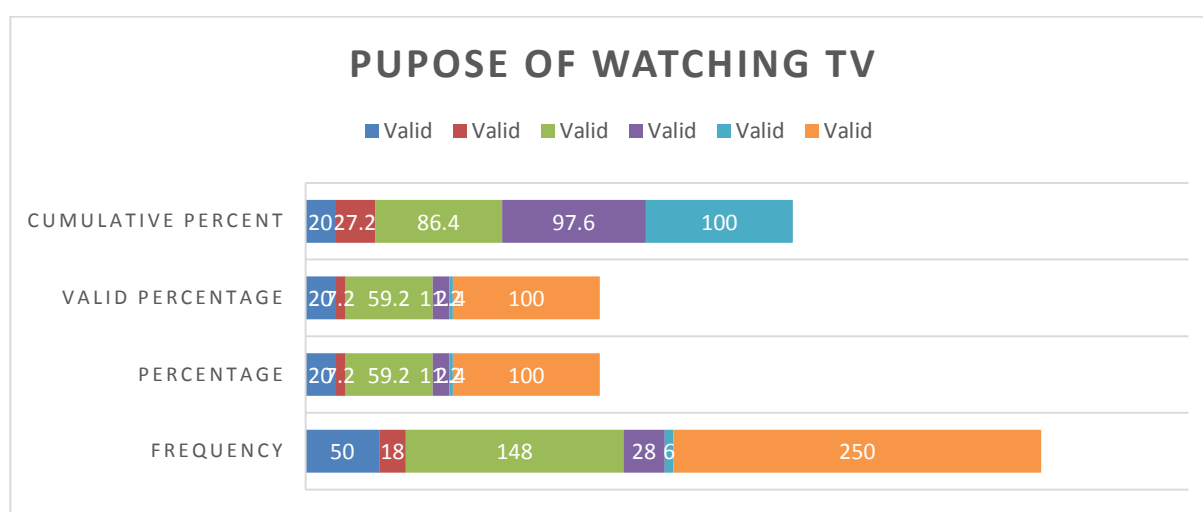


Figure 4.11

Table 4.12 Interest creation to watch TV programs

The person involved in the program is very popular	22.8	35.6	22.4	16.4	2.8
The Promos/ Teaser/ Trailer of the television program is very good	19.2	40.0	22.8	15.2	2.8
The timing of the program is convenient for me	18.4	32.8	24.0	21.2	3.6
The background music/ title song of the program is very nice	23.6	42.0	16.0	15.6	2.8
The participants of the TV show is known to me	15.6	30.8	20.8	24.8	8.0
The Anchoring / hosting of the program is very good	20.4	31.2	23.6	18.0	6.8

6. FINDINGS:

- The majority of respondents are between (18-21) years with 62.4%. The second majority of respondents belong to age groups(21-25) years with 33.2% Respondents between (21-30)years of age groups seem to be very less of just 4.0% and respondents of age groups above 30 are also very less with 0.4% comparatively (Table 4.1 and Figure 4.1).

- Female respondents were maximum with 135 numbers among the total 250 respondents with 54.0% male respondents seem to be comparatively less with 115 members among 250 respondents with 46.0% (Table 4.2 and Figure 4.2).
- The educational qualification of majority of respondents were under graduation with 56.4%. The second majority of respondent's educational qualification is post-graduation with 21.6%. Following this M. Phil degree seems to be qualification of next majority of respondents with 12.0%. The qualification of the least majority of respondents is Ph.D. with 10.0% (Table 4.3 and Figure 4.3).
- The educational stream of maximum number of respondents were from University with 40.4%. The next maximum educational stream of respondents' were from medicine and from Engineering with 20.0 %. The Educational stream which had least respondents were from Arts and Science with 19.6% comparatively (Table 4.4 and Figure 4.4)
- Majority of the respondents equally belongs to urban and rural with 39.6%. Following this the next majority of respondents belongs to suburban area with 20.8% (Table 4.5 and Figure 4.5).
- The preferred channel of medium by maximum respondents is cable television with 63.2%. The second most channel of medium preferred by respondents is DTH with 22.4%. 12.0% respondents prefer Internet as channel of medium, the least preferred channel of medium by respondents were mobile applications with just 2.4% (Table 4.6 and Figure 4.6).
- Maximum of 50.4% of respondents consider (6.30 - 8.30) PM as the most preferable time for watching TV programs. Following this maximum respondents of 40.4% consider (8.30 - 11.30) PM as preferred timing for watching TV programs. (7 - 9) AM is considered as the least preferred timing for TV programs by 9.2% of the respondents (Table 4.7 and Figure 4.7).
- Major reason of respondents spending time on TV with 48.8% of respondents agree that spending time on television is really useful to know many information and 38.4% respondents strongly agree on the above reason. 54.0% of respondents agrees that watching TV makes them feel happy and comfortable. Another majority of 32.4% respondents strongly agree on the above reason.
- 34.8% of respondents neither agree nor disagree on the statement that watching TV will disturb their studies, 22.8% and 22.4% respondents agree and disagree on the statement. 36.0% respondents disagreed that watching TV is really a waste of time and 27.6% respondents neither agree nor disagree to the above statement.
- 41.6% respondents agreed to the statement that watching TV will make them understand social issues whereas 25.6% respondents strongly agreed to the above statement. 26.0% respondents agreed that watching TV is just a time pass and 21.0% respondents strongly agreed to the above statement (Table 4.8 and Figure 4.8).
- Respondents spent 2-3 hours for watching TV programs during weekdays and 32.0% of respondents spent 1-2 hours for watching TV programs. 12.4% of respondents spent 4-5 hours for watching TV programs. 10.8% of respondents spent more than 5 hours in watching TV programs (Table 4.9 and Figure 4.9).
- Respondents spent 4-5 hours in watching TV programs during weekends. 29.6% of the respondents spent 2-3 hours in watching TV during weekends. 24.0% respondents spent 5- 10 hours in watching TV programs during the weekends. 7.2% respondents who viewed more than 10 hours of TV during weekends were the least (Table 4.10 and Figure 4.10).
- 59.2% of the respondents have said that the main purpose of them watching TV was entertainment and information. Entertainment was cited by 20.0% of the respondents as the main purpose of watching TV

- Education and Entertainment were cited as the main purpose of watching TV by 11.2% respondents. Compared to the above purposes, Information as a purpose was less with 7.2% respondents citing it as the main purpose of watching TV. 2.4% respondents cited other purposes for watching TV (Table 4.11 and Figure 4.11).
- 40.8% of the respondents agreed to the statement that the actors in the TV program are looking good and 20.8% of the respondents strongly agreed to the above statement as one of the main reason for creation of interest in the TV program. 23.2% of the respondents neither agreed nor disagreed to the above statement. 47.2% of the respondents agreed to the statement that the interest is created because their friends/ parents/ relatives used watch the program and 20% of the respondents strongly agreed to the above statement.
- 15.6% respondents neither agreed nor disagreed to the above statement. 52% respondents agreed that they show interest because the program is famous and 23.6% of the respondents strongly agreed to the above statement. 17.6% of the respondents neither agreed nor disagreed to the above statement.
- 0.4% of the respondents strongly disagreed to the above statement and it was the least among all responses. 49.2% of the respondents agreed that they showed interest because the story/ theme of the program is good and 23.2% of the respondents strongly agreed to the above statement.
- 22.0% of the respondents neither agreed nor disagreed to the above statement. 43.6% of the respondents agreed that they watch TV for time pass and 22.4% of the respondents strongly agree to the above statement. 20.00% of the respondents neither agreed nor disagreed to the above statement. 40.4% of the respondents agreed that the art/ background/ graphics / visual of the program makes them to watch TV by creating interest and 24.8% of the respondents strongly agree to the above statement. 19.2% of the respondents neither agreed nor disagreed to the above statement.
- 0.4% of the respondents strongly disagreed to the above statement and was the least among all responses. 35.6% of the respondents agreed that they show interest to watch the TV program as the person involved in the program is very popular and 22.8% of the respondents strongly agree to the above statement. 22.4% of the respondents neither agreed nor disagreed to the above statement. 40.0% of the respondents agreed that the promo/ teaser/ trailer of the program is good and that creates interest to watch TV programs and 19.2% of the respondents strongly agree to the above statement.
- 22.8% of the respondents neither agreed nor disagreed to the above statement. 32.8% of the respondents agreed that the timing of the program was convenient for them to watch TV and that creates interest to watch the program and 18.4% of the respondents strongly agreed to the above statement. 24.0% of the respondents neither agreed nor disagreed to the above statement. 42.0% of the respondents agreed that the background music/ title song of the program creates interest to watch the TV program and 23.6% of the respondents strongly agree to the above statement.
- 16.0% of the respondents neither agree nor disagree to the above statement. 30.8% of the respondents agreed that the participants of the TV program is known to them and it creates an interest to watch the TV program and 15.6% of the respondents strongly agree to the above statement. 20.8% of the respondents neither agree to the above statement.
- 31.2% of the respondents agreed that the anchoring / hosting of the program is very good and 20.40% of the respondents strongly agree to the above statement. 23.6% of the respondents neither agreed nor disagreed to the above statement (Table 4.12 and Figure 4.12).

7. CONCLUSION:

Despite the advancement of new media and social media in today's world, there is still a population that is watching TV. This is a very surprising factor considering the fact that TV was perceived to be diminishing medium especially after the development of internet. It can also be observed that youngsters spending 2-3 hours every day is even more of a surprising finding. Also, most youngsters claimed that they watch TV for entertainment, information and for gaining awareness on social issues. This breaks the stereotype that TV watching is a waste of time.

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