

Impact of Television serials on society**Khushboo Singh**

Student, Journalism and Mass Communication

IIMT college of Management, Greater Noida

khushboo130299@gmail.com

Abstract

The aim of the study was to find out the effects of the effects of TV Serials in relation to the cultural distortion in our society. The data was collected from various locality of JANAKPURI SOUTH through structured questionnaire and various charts according to the research. The total of 70 respondents was involved in the study, and the selection of the sampling was through simple random sampling based on the gender differences. The data was finally analysed by both qualitative and quantitative using frequencies and percentage. The study revealed that, poor control of parents on television to children and society are unaware on effects of television to youth or society were the main findings observed in this study.

Introduction

Basic Indian channels are very popular to young age's woman and old people in Bangladesh. Mainly they are most addicted on Indian serial, and movie . Serial refers to a specific story that is broadcast on television or radio or that is published in separate parts over a period of time. This drama serials are willing damage the young ages woman's mentality and for this reason now a days divorce system, sexual harassment are increasing highly . They forgot their tradition and trying to apply that types of tradition which are not acceptable to our society. There are many popular channels live forecast in Bangladesh. For examples ; Star plus, Zee Tv, popular Indian drama serials are SATH NIBHANA SATHIYA, TARAK MEHTA KA OOLTAH CHASMAH, YEH HAI MOHABBATEIN, BOJHENA SE BOJHENA, TOMAY AMAY MILE , GOYENDA GINNI.

To know the effect or as we can say the impact of Indian channel, first of all we have to come across the beginning of Satellite Television (STV) appeared in Dhaka city for the first time in 1991 and in 1992 government legalized the first stage. However, the scenery was changed after 1993. At the time the cable operators wired up centers in different parts of the Dhaka city to make the cable connection available to all. (GOONESEKERA 1998:7 cited by Huda 2007). At present more than ninety TV channels are broadcasted in Bangladesh, out of which twenty three are Bangladeshi, including the government owned terrestrial channel Bangladesh Television (BTV). The rest are foreign language channels, the majority of which are Indian marked based. Among these more than forty are purely Indian channels in different languages including Hindi and Bangla.

Television has entered at the home, it has also created new problem. People are worried because T.V has intruded their privacy. Earlier at home, they enjoyed certain autonomy. Our primary source of education-cum-information-cum-entertainment for children was the home. So far a child of present generation television is acquiring a great importance. It has weakened the influence of parents and teachers. Television has become a major socializing agent for the young. This is being viewed with alarm; children have no time now for listening to their parents in their home. Thus, T.V, has emerged as a formidable rival to

the authority of the parents over their children. Before this new medium becomes threat to the personality of young, as experienced by advanced countries, it would be prudent to give a serious thought to the positive potentialities and hazards of television. Some third world researchers look upon TV as a mean of 'leap frogging' some of the stages of development which developed which developed world went through, where as some others view TV as a mean of selling or marketing products globally. Other thinks TV as a means of 'cultural imperialism'. Other thinks TV as an agent of development and progress. However a serious analysis would reveal that TV watching has deep psychological as well as cultural & sociological impact on people in general.

Impact of TV Serials on Indian society is enormous. In every house there is one or the other member how like to watch these serials. Serials have wide impact on the mind and the thought of the people. It act as a major advanced indirect socialization induced in the people. It act as a major advanced indirect socialization induced in the society by the medium of media. Indian television today has bombarded with variety of the TV Serials on different channels. Some reality shows like SATYAMEV JAYATE is promoting burning issues and had huge impact on the thinking of the people.

Research Methodology

Objective

- To study the impact of TV Programme.

Research Design

Research design is considered as "blueprint" for research dealing with at least four problems; which questions to study which data are relevant what data to collect and how to analyze the results the best design or method depends on the research question as well as the orientation of the researcher and can be divided into fixed and flexible research designs (Robson, 1993). The researcher used qualitative research design because large data were found in books, interviews, internet and journals and it did not include any mathematical calculations.

Design of the study

According to the research, the data collection can define as the whole process of gathering information about the situation, person, problem and phenomena. Both primary and secondary sources were used but primary data was the main approach because data were collected through interviews, questionnaires and focus group discussions.

Sampling area

The study conducted at JANAKPURI SOUTH is one of the crowed and old locality in DELHI. This area is administratively divided into many wards and various colonies and streets. Because of easy access to the place minimized the cost of the study and the researcher accumulated relevant information needed for the study.

Sampling size

Sampling is the process of obtaining information about an entire topic by examining only a part of it. The researcher used non probability sampling because the researcher gave the answers correctly. The sample size consisted of 150 people; 50 students from secondary schools, 10 parents from ten different homes, and 10 teachers from one school. It also includes 30 youth and college students and about 50 children from different age groups. The researcher choose these peoples because impact of tv serials is not only for a particular age group or for a particular community. Also these secondary school students focus much on

watching television rather than studying which cause to change their behavior. And these schools provided a lot of information concerning the effects of television in secondary school students.

Society and TV Serials

The social aspects of television are influences this medium has had on society since its inception. The belief that this impact has been dramatic has been largely unchallenged in media theory since its inception. However, there is much dispute as to what those effects are, how serious the ramifications are and if these effects are more or less evolutionary with human communication.

Positive Effects

Social surrogacy hypothesis: Current research is discovering that individuals suffering from social isolation can employ television to create what is termed a **PARASOCIAL** or **FAUX** relationship with characters from their favorite television shows and movies as a way of deflecting feelings of loneliness and social deprivation. Just as an individual would spend time with a real person sharing opinions and thoughts. PSUEDO-relationships are formed with TV characters by becoming personally invested in their lives as they were a close friend, so that the individual can satiate the human desire to form meaningful relationships and establish themselves in society. JAYE DERRICK and SHIRA GABRIEL of the university of buffalo, and KURT HUGENBERG of MIAMI UNIVERSITY found that when an individual is not able to participate in interactions with real people, they are less likely to indicate feelings of loneliness when watching their favorite TV show.

They refer to this finding as the social surrogacy hypothesis. Furthermore, when an event such as a fight or argument disrupts a personal relationships, watching a favorite TV show was able to create a cushion and prevent the individual from experiencing reduced self-esteem and feelings of inadequacy that can often accompany the perceived threat. By providing a temporary substitute for acceptance and belonging that is experienced through social relationships, TV helps to relieve feelings of the depression and loneliness when those relationships are not available. This benefit is considered a positive consequences of watching television, as it can counteract the psychological damage that is caused by isolation from social relationships.

Educational advantages of TV serial on society

Several studies have found that educational television has many advantages. The media Awareness Network explains in its article. "The good things about television" that television can be a very powerful and effective learning tool for children if used wisely. The articles states that television can help young people discover where they fit into society, develop closer relationships with peers and family, and teach them to understand complex social aspects of communication. DIMITRI CHRISTAKIS cities studies in which those who watched SEASAME STREET and other educational programs as preschoolers had higher grades, were reading more books, placed more value on achievement and were more creative. Similarly, while those exposed to negative role models suffered, those exposed to positive models behaved better.

Health effects on society

In the parent circle, by PC exclusives, Dr. PRISCILLA JS SELVARAJ points out several benefits of watching TV on an educational level and an emotional level. She explains that it

can,...be usedboth at home as well as in classrooms. With the range of channels on offer, there is no dearth of educational content. In addition to these benefits watching television brings awareness to their society, and can also help people become BILINGUAL. Because they are learning things outside the classroom, it is making things easier for children inside it. This creates happiness and can raise the energy too. Being energetic and happy allows your body to be more active. More activity makes people healthier.

Emotionally watching television can help strengthen the bond of a family. This being said spending time with family or loved ones can cause your body to release endorphins that make you happier as well.

Negative effects of TV serials on society

The rich array of pejoratives for television (for examples , “boob tube” and chewing gum for the mind and so forth) indicate a disdain held by many people for this medium. Newton n. minnow spoke of the “ vast wasteland” that was the television programming of the day in his 1961 speech.

Complaints about the social influence of television have been heard from the U.S. justice system as investigators and prosecutors decry what they refers to as ‘the CSI syndrome’. They complain that, because of the popularity and considerable viewership of CSI and its spin offs, juries today expect to be dazzled and will acquit criminals of charges unless presented with impressive physical evidence, even when motive, testimony, and lack of alibi are presented by the prosecution. Television has also been credited with changing the norms of social propriety, although the direction and values of this change are disputed. MILTON SHULMAN, writing about television in the 1960s, wrote that TV cartoons showed cows without udders and not even a pause was pregnant. And noted that on air vulgarity was highly frowned upon. Shulman suggested that, even by the 1970s, television was shaping the ideas of propriety and appropriateness in the countries the medium blanketed.

Psychological effects of TV serials on society

In 1989, social psychologist DOUGLAS T. KENRICK demonstrated experimentally that following exposure to photographs or stories about desirables potential mates, human subjects decrease their rating of commitment to their current partners. Citing Kenrick, in 1994, evolutionary biologist GEORGE C. WILLIAMS and psychiatrist RANDOLPH M. NESSE observed that television (other mass communications such as films) were arousing every by broadcasting the lives of most successful members of society and were causing lower feelings of commitment to spouses as a consequences to the television (and other mass communications such as films) were arousing ENVY by broadcasting the lives of most successful members of society and were causing lower feelings of commitment to spouses as a consequences of the television industry’s hiring of physically attractive actors and actresses. 1955, a majority of U.S households had at least one television set. From 1960 to 2011, the percentage of all U.S. adults who were married declined from 72 percent to record low of 51 percent, with the percentage of U.S. adults over the age of 25 who had never married rising to a record high of one fifth by 2014 and the percentage of U.S. adults living without spouses or partners rising to 42 percent by 2017.

One theory says that when a person plays video games or watches TV, the basal ganglia portion of the brain becomes very active and dopamine is released. Some scientists believe that releases of high amounts of dopamine reduces the amount of the neurotransmitter

available for control of movement, perception of pain and pleasure and formation of feelings. A study conducted by HERBERT KRUGMAN found that in television viewers, the right side of the brain is twice as active as the left side, which causes a state of HYPNOSIS.

Research shows that watching television starting at a young age can profoundly affect children's development. These effects include obesity, language delays occurs when a child doesn't interact with others. Children learn language best from lives interaction with parents or other individuals. Resulting learning disabilities from over watching TV include ADHD concentration problems and even reduction of IQ. Children who watch too much television can thus have difficulties starting school because they aren't interested in their teachers. Children should watch a maximum 2 hours daily if any television.

Many scientific studies has been published about the embedded use of subliminal messages in songs, video and digital TV, trying to manipulate the choices of watchers and the public opinion. This point of view has hold up some countries to approve law, with the purpose of protecting citizens and their children.

Alleged dangers

Legislators, scientist and parents are debating the effects of television violence on viewers, particularly youth. Fifty years of research on the impact of television on children's emotional and social development have not ended this debate. Some scholars have claimed that the evidence clearly supports a casual relationship between media violence and societal violence. However, other authors note significant methodological problems with the literature and mismatch between increasing media violence and decreasing crime rates in united states.

A 2002 article in scientific American suggested that compulsive television watching, television addiction, was no different from any other addiction, a finding backed up by reports of withdrawal symptoms among families forced by circumstances to cease watching. However, this view has not yet received widespread acceptance among all scholars, and 'television addiction' is not a diagnoseable condition according to the diagnostic and statistical manual.

A study published **Sexuality Research and Social Policy** concluded that parental television involvements was associated with greater body satisfaction among adolescent girls, less sexual experience amongst both male and female adolescent and that parental television involvement may influence self esteem and body image, in part by increasing parent child closeness. However, amore recent article by CHRISTOPHER FERGUSON , BENJAMIN and body dissatisfaction is weaker and less consistent than often claimed and that media effects have been overemphasized. Similarly, recent work by LAURENCE STEINBREG and KATHRYN MONAHAN has found that, using propensity score matching to control for other variables, television viewing of sexual media had no impact on teen sexual behavior in a longitudinal analysis. Many studies have found little or no effect of television viewing on viewers. For example, a recent long term outcome study of youth violence or bullying.

On July 26, 2000 **the American academy of pediatrics, the American medical association, the American academy of family physicians and the American academy of child and adolescent psychiatry** stated that "prolonged viewing of media violence can lead to emotional desensitization toward violence in real life. However, scholars have since

analyzed several statements in this release, both about the numbers of studies conducted, and a comparison with medical effects, and found many errors.

Effects of TV serials on children or youth

TV viewing numbers your kids mind as it prevents your child from exercising initiative, being intellectually challenged, thinking, analytically, and using his imagination (Comstock, 1991). TV viewing takes away time from reading and improving reading skills through practice (Comstock, 1991), kids watching cartoons and entertainment television during pre-school years have poorer pre-reading skills at age 5 (Macbeth, 1996). Also., kids who watch entertainment TV are also less likely to read books and other print media (wright & Huston, 1995). Youth who watch a lot of TV have trouble paying attention teachers because they are accustomed to the fast-paced visual stimulation on TV. Youth who watch TV more than they talk to their family have a difficult time, adjusting from being visual learners to aural learners (learning by listening). They also have shorter attention spans.

School kids who watch too much TV also tend to work less on their homework when doing homework with TV on the background, youth tend to retain less skill and information. When they loose sleep because of TV, they become less alert during the day and these results in poor school performance (Macbeth, 1996) . TV exposes your kid to negative influences and promotes negative behavior. TV shows and commercials usually show violence, alcohol, drug use and sex in a positive light. The mind of your kid is like clay. It forms early impressions what it sees and these early impressions determine how he sees the world and affects his grown up behavior. For instance, twenty years of research has shown that children who are more exposed to media violence behave more aggressively as kids and when they are older. They are taught by TV that violence is the way to resolve conflict as when a TV hero beats up a bad guy to subdue him (weight & Hudson ,1995).

Youth who watch too much TV is usually overweight, according to the American medical association. Kids often snack on junk food while watching TV. They are also influenced by commercials to consume unhealthy food. Also, they are not running, jumping or doing activities that burn calories and increase metabolism. Obese kids, unless they change their habits, tend to be obese when they became adults (weight & Hudson , 1995).

Overall effects of Daily soaps and TV serials on society

There are lots and lots of serials or daily soaps which are entertaining a huge mass and not only entertaining them but also affecting their minds in different ways. Serials/ Daily soaps are divided on different sections and can be categorize in two ways. One way is based on the age group such as kids, teenagers, adults, old age, family, etc. and another way is the type of the show such as comedy, reality, emotional, educational, etc. Now what will be the effect of such shows on viewers mind will definitely going to depend upon that which type of show you generally watching. If you are watching channels like discovery, National geographic, etc. then you will get good information and you will be informative. Here one more things is their that if you watch such channels then you will be more curious to know different things and hence your mind will think more on that and it is some where possible that you will become intelligent.

So, this is a good effect on human mind. If you watch news channels then you will be update to the latest news and that's important to remain in touch with the latest news and that's important to remain in touch with the latest news. But what about those daily soaps or

serials. Here we divide the serial and hence will get more clarifications over the effect. If a person is in a habit to watch **comedyserials**, then the effect is positive but other shows like reality shows, fictions shows somewhere develop a negative thoughts on viewers mind and now a days there is a trend of abusive show which are becoming very much popular but such shows are making the people aggressive and developing a negative attitude among them. Some serials are such that they develop both good and bad effective on human mind as those shows include a character who plays role like villain and another character who play a role of hero.

In such a case many people like character of hero and sometimes it develops a good thinking on human mind but sometimes such characters when perform different a stunts and people also tries to attempt it then the effect on mind becomes totally opposite. In such condition there is a risk to human life. But some people love villain character and think in similar way as a villain thinks and this is the initial step of developing bad thoughts on mind. Such kind of shows have both aspects and depends on an individual that in which way he/she grasp it.

In Daily soaps or TV serials everything is not negative as there are some positive aspects also which can even help you in some way. If you watching a program and let it be your favorite one then you can inspire from good characters and motivate yourself to do such works but doing the stunts without any supervision then it can be a big trouble for you. You can check by yourself this thing that such actions can't be performed at homes and there is always a big notice displayed that you should not try to attempt such actions/stunts at homes so you should follow it strictly. As there are some motivational shows and informative shows also which will help you a lot on understanding the reality of the life and such shows sometimes encourage the people a lot so you should such things not that abusive and bad things.

Data Analysis and Discussion

This chapter has drawn an interface from the data collected. In general sense, it persuades the reader that, sufficient evidence exists to support the assertion made and that the patterns of evidence do exists to support the assertion made and that the patterns of evidence do exist and indeed are valid. It is a search for broader meaning of research findings.

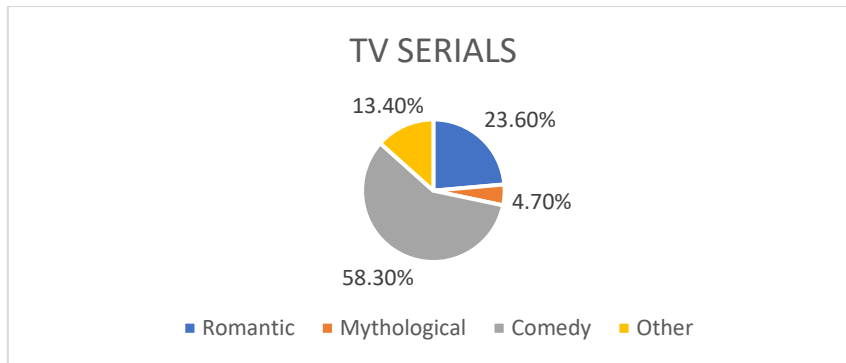
This research had the following hypothesis (as listed below) which were tested and proven true. Television result to Moral decay. Television is an obstacle to academic performance. Television also keeps youth aware or not though TV serials by watching educational program on serials effectively. As the research discovers the data collected from different sources are given below.

Type of TV serials you like the most

The given data collection is given according to the survey, people responded on that according to their interest on different sections of the programs. Some like romantic and some love to watch mythological .But most of the people shows interest in comedy.

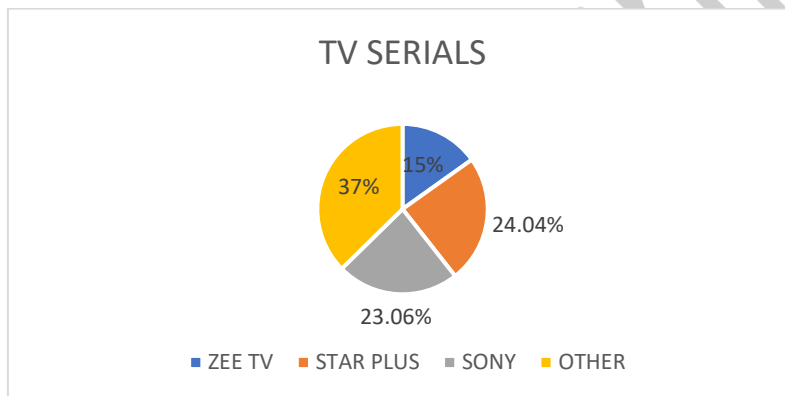
More than 50 % people or audience love to watch comedy. As we all know that some programs are really tension relaxing program like THE KAPIL SHARMA SHOW. Which is Ogoing on air on SONY channel hosted by KAPIL SHARMA. About 4.07% love to watch

mythological serials. According to the survey about 23.60% viewers like romantic serials. And other watch according to their mood or they watch multiple serials.

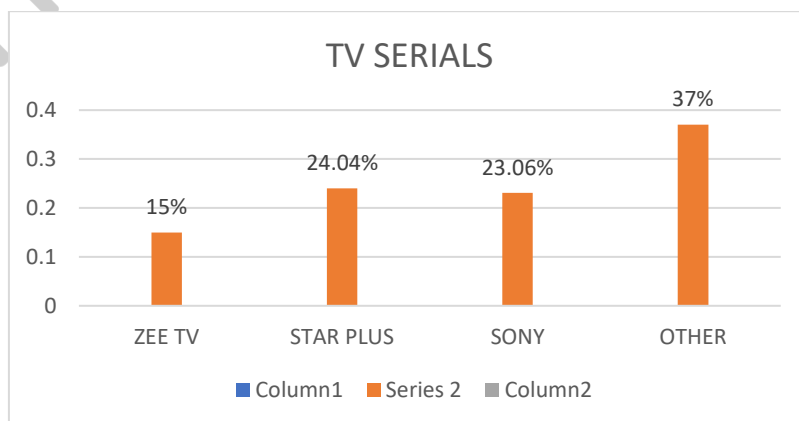


Above data collection shows that the how much people watch tv serials on which time. They respond according to the survey . The above graph shows that the people watch tv according to specific program instead of specific time.

Most to watch TV Serials

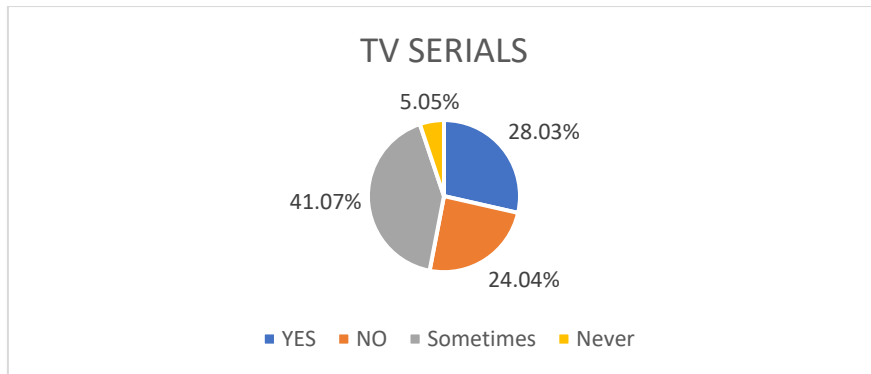


The data collection of this section shows that the interest of the respondents for the particular channel . They shows interest according to the survey for the different channels they usually use for watching tv serials. They respond of about 15% that they prefer ZEE TV for watching TV Serials , 24.04% Star plus, 23.06% Sony, 37% on Other channels. On this survey about 200 people were responded and this shows that the they equally prefer the channels. The channel does not matter for the viewers its all about the story and best fiction or non fiction story.



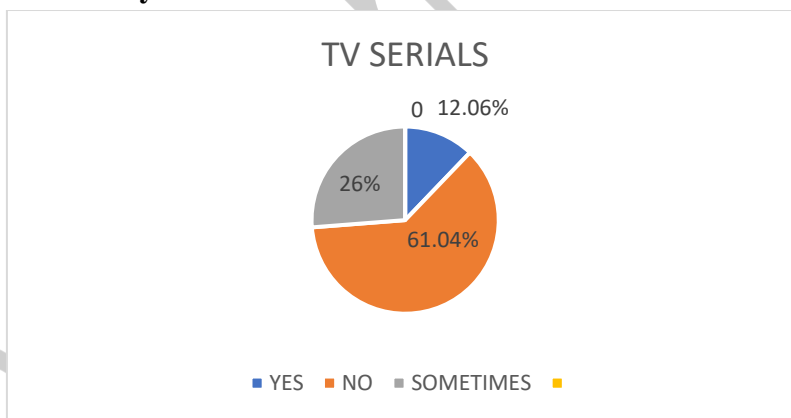
TV Serials recommended by your friends and family

Viewers agreed that pupils watch and observe many things from television and make it difficult to control them because they can control them at school what about their homes. And sometimes some friends or our family member who often watches tv serials suggests us to watch the particular TV Serials . but it all depends on us to watch that recommended TV Serials or not. The give data collection about this section describes the percentage of the audience whether they prefer their family , friends or they never follow them. May be their recommendations are followed by the audience sometimes.



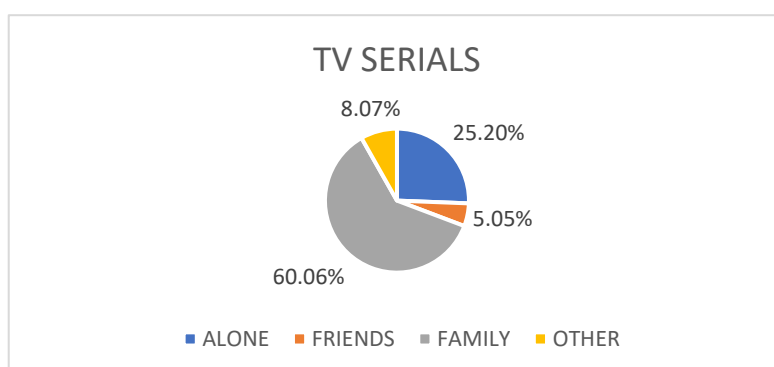
The data has been shown through the given and (fig.2). So, follow the table to understand the survey on the impact of TV serials on society.

TV Serials had affected your real life or not



The above data shows that the audience is affected by the tv serials or not. Sometimes they got affected or sometimes they don't. The respondents agreed they rarely got affected by the tv serials or programs. According to the table and the chart about only 12.06% got affected and about 61.4% don't get affected by any of the shows and programs. And according to the survey nearly 30% got affected.

You usually watch the TV Serials



According to the survey, respondents used to watch a lot of television programs, ranging from scientific to reality shows. However, the TV programs that they are addicted to is the apprentice on NBC channel. The show airs for about 30 minutes, twice a week. The show is hosted by DONALD TRUMP, one of the richest and most powerful billionaires in the world. So, audiences have different choices of programs they watch according to their choices. As the programs are for different age groups so that they watch according to their choices. The table shows that about 60.06% people like to watch tv serials with their family . And only 5.05% audience like to watch tv serials with their friends.

Conclusion

This research induced for hypothesis which were tested and proven true. First the researcher assumed that, television result to moral Decay. This hypothesis was tested and proven true because many people agreed that society change their behaviour because of TV serials. Television take them on the path of drugs, alcohol, fornication, disrespect, confrontation, modernism and many other evils which are not our culture. Society spend much time on television than studying which cause them to irritate western culture.

Also, researcher assumed that, television is an obstacle to academic performance. This hypothesis was tested and proven true because many people agreed that, youth and society spend much time on watching various tv serials which lead them to have poor performance in their studies because they forget to do their exercise and home words which causes them to fail their examinations.

References

Bernard, B (1952)., Content analysis in communication research, Publication group, NewYork, America.

Best, B 2012, 'Raymond Williams and the Structure of Feeling of Reality TV', International Journal of Humanities and Social Science, vol. 2.7, pp. 192-201.

Bhatt, SC 1994, Satellite Invasion of India, Gyan Publishing, New Delhi.

Dauncey, H 1996, 'French Reality Television - 'More than a Matter of Taste?', European Journal of Communication, vol. 11, no.1, pp. 83-106.

Deery, J 2003, 'TV.com: Participatory Viewing on the Web, The Journal of Popular Culture, vol. 37, no. 2, pp. 161-183.

Holmes, S & Jermyn, D 2004, Understanding reality television, Psychology Press.

Magder, T 2004, The end of TV 101: Reality programs, formats, and the new business of television, pp. 137-56.