CHAPTER-2
LITERATURE REVIEW

Literature review is considered as the most important phase of any research process as it allows learning from previous researches and also saves time, efforts and money. A logical and systematic review of the literature made completion of study possible. Therefore, researcher reviewed studies conducted on television in India and abroad.

The purpose of this study is to evaluate the socio-cultural impact of television on youth. Literature review revealed that one of the major concerns amongst the researchers all over the world. The impact of television's never-ending appearance of social roles is sometimes a problem for cultures that differ in their values from the destination where these programmes begin. Ideas about family, interaction, marriage, gender, sex and roles are not the same as projected in television programmes as they are within the native country.

The following section presents a review of the results of relevant studies conducted in India and abroad.

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 empathise and identify with characters in programmes and may relate more to the programmes than to the members of their family during the course of TV viewing.¹ (cited in Vijayalakshmi, 2005).

Kang (1989) studies the measures of the pervasiveness of the cultural outlook in Korean T.V. programming. The study focused on Korean student’s perception about
traditional and western values in terms of sex roles, the family system, violence and social deviance. He conducted his study on 1169 Junior High School students in Seoul, Korea. Although the finding are not statistically enormous, they seem to indicate that heavy Korean T.V. viewing is weakly related to traditional sex roles, the liberal attitudes towards dating and marriage and to a distorted social reality on violence and social dominance.² (cited in Vijayalakshmi, 2005).

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. In terms of perception of sex roles, contribution of television viewing is distinctly contingent upon the background and other social conditions. A more liberal stance is related to heavy viewers both Chinese or American programmes among females and those with high parental education. They generally prefer the foreign programme to the indigenous programmes. A consistent and significant relationship is found between weekday viewing and a more mistrustful world view.³ (cited in Vijayalakshmi, 2005).

Shanahan and Morgan (1992) conducted a comparative case study of how adolescents use T.V. and how this relates to interactions with their families in five countries, namely Argentina, Taiwan, Korea, China and USA. In the following study the issues addressed including television exposure, family conflict over television and the relationship of T.V. viewing to family communication. The study indicates a strong positive association between the parents in Argentina, Taiwan and USA. Most of the adolescents watch television with their parents and feel closer and more satisfied the amount of time spends together.⁴ (cited in Vijayalakshmi, 2005).

Singh et. al. (1992) revealed in his study about the effect of television viewing upon youths of Doon Valley. The major objective of the study was to find out the effect of programmes and advertisements upon life pattern, women’s right, status of women,
family planning and social changes. The sample consists of 50 male and 50 females of M.K.P. (P.G) Girls of D.A.V. (P.G) Boys College, Dehradun respectively. He used questionnaire method. The study indicated that vital role of television programmes especially in family planning, women's right, equality, dowry evils and environment improvement etc. But it enhances the awareness more than action. Only those advertisements are effective which are small, lively and deals with youth’s immediate psychological needs.

Aggarwal (1993) made a studied 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. The study revealed that more than three fourth of the respondents watch cable T.V. keeping in view their convenience 28 per cent adolescents and 26.53 per cent youngsters take out special time. It may be further observed that 76.92 per cent children and 84.00 per cent adolescents prefer to watch T.V. in the evening. Late night movies are seen by adolescents (60%) and children (46.15%).

Ware and Michael (1994) analysed 17 quantitative studies from 16 publications using the Meta analysis approach. A significant positive association between exposure to entertainment programmes and the dependent variables suggest that programmes imported from U.S have a small but statistically significant impact on the foreign audience. The study revealed that exposure to U.S. entertainment programmes is more likely to increase preference for American products and influence attitudes toward America. The study also says that exposure to U.S. Television programming alone will not automatically generate an adoption of U.S. values. This impact is influenced by both study characteristics and types of dependent measure. (cited in Vijayalakshmi, 2005).
Chompaisal (1995) revealed on the study about the influence of television on the achievement of children and adolescents in Thailand. The major objective of the study was to examine the perceived influence of television viewing on the school achievement of children and adolescents in Thailand. He used survey questionnaire composed of three parts, the self administered questionnaire, the motivation questionnaire and demographic questionnaire. The main findings were Thai children and adolescents spend an average of 21 hours in a week’s viewing television, students spending fewer hours in viewing television have higher school achievement. The parents monitoring television viewing contribute to better school achievement.8

Sharriffadin (1995) in his study looks at some of the major economic, cultural and social issues faced by the developing countries arising from the new technology. Author concludes in his study that the new communication era should not be perceived on purely technological phenomenon. It ultimate impact on social and cultural, although technological advancement is the key factor. This new era invites a change in social and cultural patterns.9 (cited in Zia, 2007).

Unikrishnan and Bajpai (1996) covered 730 children, some of their parents, teachers, experts and advertisers during their field work in Delhi and studied the extent to which advertising shapes the consciousness of children; what they are learning from television; and whether television advertising is establishing a social and consumption agenda for children to follow. The study reveals the excitement and the confusion created in the minds of children by what they see on the small screen. It explains that the manner in which children negotiate TV information and advertising messages varies according to their socio-economic background.10 (cited in Chandra, 2000).

Kang (1997) studied the television influence on cultural and societal values among Japanese’s students. The purpose of this study was to describe some possible
elaborations of the cultivation hypothesis and present relevant evidence from Japanese student sample. The central hypothesis of the study is that the greater television viewing is associated with change in Japanese student’s attitudes toward some aspects of cultural and societal values in terms of sex role, family and perceived reality of television. The finding of the study points to the striking differences between male and females on traditional gender roles, norms and values. For male greater television viewing goes with a protective attitude toward traditional women’s role in Japan. By contrast, male are significantly more likely to endorse strict adherence to traditional norms about obeying parents, talking about unrestricted dating and match making marriage.11 (cited in Kumar, 2002).

Elasmar and John (1997) conducted a meta-analysis on impact of foreign television on domestic audiences. The study includes 27 studies from 21 different countries. The meta-analysis revealed week positive correlation between exposure to foreign television and viewer’s knowledge, attitudes, beliefs, values and behaviour. There is no statistically significant relationship between exposure to foreign television and the likelihood that audience members will hold positive attitudes towards the country originating the foreign messages. Exposure to foreign television increases the purchase of foreign products, especially clothing and other consumer products though the size of the increase is small because foreign television accounts for only 5 per cent of the variation in foreign product purchasing. But exposure to foreign television increases audience knowledge about the country originating the messages.12 (cited in Vijayalakshmi, 2005).

Midson (1997) conducted a study on television viewing habits of children in Virginia, Africa. The main objective of the study was the viewing habits of young children. The study indicated that approximately 50 per cent of the children were watching television with their parents and primary caregivers. The study also discovered
that while 65 per cent are allowed to watch television during breakfast, only 35 per cent are allowed to occasionally watch during dinner. Out of the three classes, nearly 30 per cent have their own television in their bedrooms, and the average is two or more per household. Due to the fact that the data was collected from a rural population, there may be slight chance that some homes may not have access to cable, therefore, the children would not have knowledge of some programmes that are available, which would narrow the choices. Further, the author said while conversations with the children. It was discovered that many of them supplement their television viewing with video that are either rented or purchased.\textsuperscript{13} (cited in Kumar, 2002).

**Kya Bobo and Husten (2000)** reveals in his study that from the large body of review on socio-cultural mechanisms that encourage tobacco and alcohol use among adolescents and adults. Author's state that these mechanisms exert similar effects on both alcohol and tobacco use behaviours. Socio-cultural factors that encourage smokers to drink and drinkers to smoke have not received extensive study, but they may account for some of the substantial variations in adult tobacco use rates seen among different levels of alcohol consumption. The authors explains the recent wreaking of association between drinking and smoking that is consistent with changes in societal attitudes toward tobacco and standards of care in alcoholism treatment facilities, the connection may continue to be quite strange among some population\textsuperscript{14}

**Chandra, V. (2000)** in his book "Television and Indian culture revealed that for this study 350 questionnaire were administered to the respondents. Out of total 85% respondents above 25 years were married. Only a negligible percentage of the respondents in the age group 19-25 were married. 70% of the respondents, all above the age of 13 years were drawn roughly equally from the following three main categories: students, teachers and service (salaried) persons. The remaining 30% were of persons
representing professionals to housewives, religious and community leaders, media persons and elderly people. Further, two-fifths of the student respondents mentioned ethical/moral values while teachers were concerned with the growing vulgarity and indecency on the small screen. The difference in the perceptions about the distortion of Indian culture by TV programmes was less diverse across occupational groups than the perceptions about the themes or motives thereof. Majority of the respondents below 45 years more worried about the effects of TV in causing psychological distortions while those are over 46 years old the demoralising effect of TV on Indian traditions was found to be the dominant worrisome factor. 15

Chauhan (2001) in his book television and social transformation has empirically studied the impact of television on college students with regard to their social life, political attitudes, educational performance and their reactions to the advertisement and entertainment programmes. The study suggested that the majority of the respondents admitted that changes have come in their sleeping timings, study timings and also the visiting and the entertaining the guests. Some political serials and programmes have promoted the feelings of patriotism, the political talk-shows was able to establish rapport with the masses as it was admitted by the respondents. Majority of the respondents liked viewing advertisements. Regarding the projection of women on television screen the students did not like the way in which the women are shown on the screen. Moreover, they had no objection regarding the projection of children on T.V. screen. Most of the students admitted improvement in their examination results. Finally the respondents suggested allotting more time to entertainment programme as compared to other programmes 16

Menon and Vohra (2001) conducted a study on the sample consisted of 70 urban middle class (annual income between 4-10 lakh rupees) students in the age range of 18-
23 years from colleges in New Delhi affiliated to Delhi University. The upper middle class sample was chosen for their access to television and satellite channels. University students were selected as it was felt that this segment had the independence to watch 'what they want, and when they want' as unlike school children, their free time is not rigidly regulated by the school curricula or parental rules regarding 'what to watch'. Finding indicates the significant gender difference was noticed in the viewer ship of the sports channel, music channels, English serials, Hindi serials and the family portrayal in the serial they would create (i.e. portraying 'new trends', 'nuclear family' or a joint family). Further, educational differences between the postgraduate and undergraduate sample were evident in the statistically significant differences in the viewer ship of Hindi serials and family portrayal in the self-creation section. These results indicate that the hypothesis suggesting that females would favour soap operas while the male sample would favour sports and information programmes.

Kumar, S. (2002) conducted a study on social-educational impact of television on high school students of Rohtak city. The 10th class students of different high schools of Rohtak were selected as a respondent. Total 342 male and female students were selected for study. Randomly 20% of the 10th class students of different high schools were selected as a respondent. The result of the study revealed that majority of the respondents belongs to 13 to 15 years age group, respondents from 16 to 18 years age group watch TV at night. Majority of heavy television viewers preferred to watch television during their meals as compared to light television viewers. After the exposure to television 31.6% of the respondents said that they directly come home to watch television while 28.9% said that they did not watch television immediately after coming from school. Further, the study indicated that 85.9% of the respondents felt that television had positive contribution in their lives. Majority of male respondents as
compared to female respondents said that television watching was substitute for loneliness.\textsuperscript{18}

\textbf{Verma and Larson (2002)} conducted a study to understand the effects of T.V. on youth. A sample of 100 urban middle class Indian families selected for research. The author found in his study on an average adolescents viewing T.V. about 12 hours per week, 90\% of this viewing occurred at home, 73\% done with other family members, including 7\% with grandparents, uncle or aunts. The study indicates that T.V. viewing for these youth is typically a family activity. The finding indicates that the T.V. viewing is typically a relaxed antidote to the stresses of the day that they share with their families.\textsuperscript{19}

\textbf{Zia Anjum (2004)} conducted a study on Cable Television Watching Habits of the Youth in Pakistan. This study was aimed at to collect precise data to analyze the “opinion” preferences and requirements of the youth in Lahore regarding their cable T.V. watching habits. For this purpose, students of both genders of different colleges and Universities have been contacted so that people belongs to all section of the society can be reached. A sample of 300 respondents in totality selected the result show that young people only acquire entertainment from the cable T.V. They wish to have access to only those selected channels that do not promote immorality and untraditional indecency. Further, the author discussed in her study that a large number of the college and university students have their own access to cable T.V. A vast majority of the youngsters spend 3-4 hours daily to watch cable television programmes. The largest portion of the sample under study only (39\%) watches cable T.V. for the sake of entertainment, second major reason for which young generation prefer to watch cable T.V. is for Leisure activity (18\%). Majority of youngsters are interested in watching foreign channels instead of Pakistani channels on the cable T.V.\textsuperscript{20}
Vijayalakshmi, P. (2005) in his book “Foreign television and Indian youth: Changing attitudes” has empirically studied the impact of foreign television channels on Indian youth. Twelve degree college from Hyderabad were selected and out of these colleges the researcher chooses 39 students from each college randomly. Questionnaire was administered personally to groups of individual students in a classroom situation. Thus the size of the final sample stands at 442 which include 230 males and 212 female respondents. The respondents divided into three categories on the basis of their level of viewing i.e. Low, Moderate and Heavy. In the sample under study 76.61% of heavy viewers preferred foreign channels, which is higher than the moderate and low viewers. In the sample 46.75% of both male and female respondents revealed that they always discussed the FTP with other family members. About 58% of the respondents were found to claim that there was no control of any specific member of the family on programme decisions. In the case of remaining 182 respondents it was the father or brother or the male respondents himself was making the programme decision.

Zia, A. (2007). in her study on “Effects of cable television on women in Pakistan: A comparative study of heavy and light viewers in Lahore revealed that reason for selecting Lahore is because it’s traditional capital city of Punjab and urban centre. Total 432 women cable television viewers belonging to Lahore were selected as a sample of the study. Quota sampling method was used for finalizing the sample, quota for each town and category it ended up at 18.75 per cent. To avoid any complication of decimal, researcher decided to round it up at 18 and have a sample of 72 from each town which made total sample of 432 units. Further, in this study, interview schedule was selected as a tool for data collection. The data was analysed with the help of SPSS software. As the study evaluated the association between exposure to cable television and change in lifestyle of women, a statistical tool, chi-square was used. The result indicates majority of
the respondents were aged between 31 to 40 years. However the majority of the respondents were house managers. Among 432 respondents, heavy viewers were 144, moderate viewers 145 and light viewers 143. This shows equal representation of each category. The result indicates there is no association between the level of viewing and age of respondents. The result of the study shows that respondents are receiving foreign culture through entertainment programmes presented by the top favoured television channels.²²

Hemamalini et.al (2010) states that though violent images are portrayal in chutti T.V is no relationship between these images and children violent behaviour. Comparing to the television news channels and other adult focussed other channels mostly in native channels the T.V. so not have any moorings towards Indian culture since they are foreign productions. It is stated by authors that it is very difficult to dissociate violent images from the surroundings violence in which the children are captive. Authors’ state that the programmes that adults watch from in which the children are not spared are more violent images that Chutti T.V. For some children aggression is an expression that gives vent to their emotions. Authors state that children could be aggressive if he or she is hyperactive. This requires a need to channelize the aggression depicted in T.V. images so that it is expressed in a society acceptable manner. Authors explain that children should be discouraged to watch T.V. one hour before they go to bed.²³

Ahluwalia and Singh (2011) revealed in his study that T.V. competes with family, school, society and religious institutions to provide role models and information that affect children’s beliefs, values, behaviour, attitude and lifestyle. This study was conducted to make note of T.V. viewing patterns amongst children from middle and upper middle socio-economic strata of the urban society. A sample of 400 children of 8 to 16 years of age, across the region of Punjab was selected. Both the authors found in
his study that on an average children watch 2 hours or less T.V. daily and most of them indulge in bedtime T.V. viewing. They watched T.V. primarily for entertainment and for learning. Children’s most preferred programme was children’s show/serials followed by cartoon/animated programmes.

**Daud et. al (2011)** in his study state that television advertisements in general and those involving some celebrities have immense and long lasting impact on youth’s lifestyle, religious values, family bonding and their decision making for buying various items. Authors state that some of the effects are really damaging for our society which are generally based on combined family system, established religions and cultural value and where majority of people cannot afford to purchase the products, which have severe temptation for youth in the race of show power.

**Gurleen and Sukhmani (2011)** conducted a study to know the TV Viewer ship Pattern amongst youngsters in Northern India. The major objective of the study was to identify the frequency and time spent on watching television by young population of India. In recent years, youngsters are even named as “active media users”. The study was conducted to make note of various television viewing habits among youngsters of Northern India and to identify the factors, which encourage television viewer ship among youngsters. A sample of 750 respondents from 5 States of Northern India was selected for analysis. Factor analytic approach was applied on 14 statements to find the reason for television viewer ship. The result indicates that 41.2% respondents watch 3-5 Hours of television. Gender wise it can be seen from the Table 2 that 38.6% Males and 43.7% Females watch 3-5 Hours of television daily while only a small percent watch less than 1 Hour of television. Further the result shows that most of the Indian viewers as expected watch television as a leisure activity or their favourite pass time.
Latif and Abideen (2011) conducted a study on effects of television advertising on children: A Pakistani perspective. A questionnaire was distributed to 450 parents of children aged between 9-14 years in Islamabad, Rawalpindi, Lahore, Peshawar, Multan, Faisalabad and Bahawalpur cities of Pakistan. The convenience sampling techniques was used for collecting data. Data is collected by using structured questionnaire. The instrument contained 18 questions of which 6 are related to personal data and 12 are related to the subject study. Data is entered, edited and analyzed by SPSS software using regression and correlation techniques. The main objective of this study is to investigate theoretically and experimentally the effects of television advertising on children. Materialism had correlation value of .644 & sig. Value of 0.000. Testing of hypothesis reveals that television advertising increases the consumption of food that is unhealthy, low nutritional values and high in Sugar, Fat & Salt (SFS) in children 0.000. Subsequently, it was found that TV advertising increase unnecessary purchasing and materialism in children.27

Singh and Ram (2011) conducted a study on impact of television commercials on Children's attitude. The main objective of the study is to know the attitude of the children towards television commercials. The research study is exploratory cum descriptive in nature. The study was conducted in Hisar city (Haryana). For this study random sampling technique has been utilized for sample selection. A total of 100 children studying in class 8th to senior secondary were selected. The collected data were coded, edited and analyzed by using SPSS software. Statistical tools namely frequency distribution, one-way ANOVA and principal component analysis has been used for analyzing the data. On the basis of gender, significant difference has been observed in relation to variable named most TV commercials are poor in taste and very annoying (5 per cent level of significance) which shows that boys and girls differ significantly as far
as TV commercials taste and annoyance is concerned. The result also shows a significant difference on the basis of education, significant difference has been found in relation to variables named TV commercials try to make people buy things they do not need. For remaining 05 variables no significant differences were observed in terms of education.28

Ahmed, Pawanteh, Rahim et. al. (2012) conducted a study to examine if the sexual image that young people watch on television influences their attitude towards sexuality and how young people perceived issues and images of sexuality on television and how they try to reconcile with cultural norms and cultural expectations. The finding from the analysis of the images on sexuality in media channels (television) consumed by young people in Kuala Lumpur and Selangor. All participants for this research were selected through purposive sampling to ensure there is an element of homogeneity. A total of 4 focus group discussions were conducted. Each focus group consists of five to six young people whose age are between 18-24, with a combination of two males and three females or three males and two females. The result shows that young people in Malaysia relied on mass media, especially the television, to get information on intimate human relations concerning sexual information as sexual education at schools was minimal, if any, to a certain extent in providing knowledge on sexual lifestyle. Research results revealed that matters pertaining to sexuality are discussed with friends of the same sex. Most young people in Malaysia grew up in households where parents do not feel it is appropriate to show affection, even kissing and hugging. This research results revealed that young people’s view on the portrayal of sexual images on television influences their attitudes towards sexuality.29

Amin and Mattoo (2012) conducted a study to find out the Influence of Heavy and Low TV watching on study habits of Secondary School Students. A sample of 500 students was drawn randomly from various Government Secondary and Higher
Secondary schools of Districts Srinagat (J&K). Heavy and low TV viewers were identified on the basis of Q3 and Q1. The data was statistically analysed by computing percentage, Mean, S.D and test of significance. The result reveals that the significant difference between the mean scores of Heavy and Low viewers on study habits in all the eight areas. The difference has been found that to be significant at 0.01 level of confidence. The results further reveal that Heavy TV viewers plan their studies on time and adjust their time according to their own needs. The data has further been analyzed by way of computing ‘t’ values between Heavy viewers on the basis of gender in each of the eight areas on study habits.

Ravi and Devadas (2012) conducted a study on TV viewing pattern among women this study helps to identify and analyse the positive and negative aspects of TV viewing habits of women. This study was conducted in Hasan city, which is a semi-urban area, a confluence of urban and rural culture. The main objective of the study is to find out the television viewing pattern of women and to examine the influence of television on social contacts and behaviour of women. The present study collected primary data through a survey with the help of a standardized questionnaire. For convenient data collection, the city was divided into four major divisions- north, south, east and west. Majority of the respondents belong to the 18-28 age group followed by the 29-38 age groups. The result shows the duration of TV viewing varies from more than eight hours a day to 3-8 hours and less than three hours a day. The television viewing has minor effect in people’s social engagements; TV viewing has an impact on women’s lifestyles as well as majority of women believes that TV viewing will improve their social contacts.

Pegu and Kumar (2013) revealed in his/her research paper based on the study conducted among college-going girls’ in Silchar town. The main objective of this research paper is to explore the various sources of influence in formation and changing of
college girls' attitude towards the consumption of fashion products. The nature of the study is both exploratory and descriptive research. The study based on the primary data gathered through a specially designed questionnaire and was administered to a total of 248 respondents. To identify the sources of influence in formation and changing of college girls' attitude towards consumption of fashion products, the factorial analysis technique was used. The result of factor analysis suggests that advertisements play the most significant role in determining college girls' attitude towards consumption of fashion products. As indicated by the results, the most suitable media to disseminate information pertaining to fashion products are Fashion magazines and Television. However, the results of the study also suggests that social groups, direct experience and Direct marketing efforts are some other important indicators in determining college girls' attitude towards consumption of fashion products.\(^\text{32}\)

Taking an idea from the review of studies an attempt is made to see variation in terms of certain demographic variables such as age, sex, education, family structure and family income attempt is also made to examine the socio-cultural impact of television on respondents/viewers.
End Notes


