Chapter Two

PROBLEM AND HYPOTHESES

There is a fairly large number of entertainment media in our country, but it can be safely asserted that television is the most effective and popular amongst them. One reason for the popularity of television as a medium of entertainment is that it is a combined audio and visual media, thus the viewers get both types of messages. Besides this, it telecasts programmes which are educative and entertaining for all age groups.

TV is a powerful medium which televises several programmes and enhances the viewers' knowledge irrespective of whether they are children or grown-ups. It has been found that the children of today have lot more knowledge than children of past years, which is mostly due to the exposure to TV.

Television actually serves as a window for the world at large. The culture, society even history and geography of foreign countries are brought in to our homes through its increasing viewers' awareness about the world as a whole. Even a small child of today knows the causes and methods of preventions of several diseases. We know a number of remedial measures too, as also the symptoms of these diseases. They learn about world geographical features and phenomenon too. On the whole, it can be asserted that TV is a very powerful medium which imparts knowledge along with entertainment. It increases our knowledge in an interesting manner (Subrahmanayam, 1984; Agrawal, 1981; Bivort and Zucłold, 1983; Walberg & Tsai, 1985; Sprafkin; Swift & Hiss,
It has already been mentioned that India has two forms (modes) of this media. (1) Doordarshan with its 19 channels, and (2) private channels through satellite. The Doordarshan is a public sector autonomous body. It has opted certain social objectives, thus, the programmes telecasted by it follow definite social and cultural norms. The Doordarshan programmes have to be censored by a board. If there is any objectionable dialogue and scene or serial, it can be checked, altered or even removed. Sometimes, objections of viewers only, result in removal of the programmes from the telecast. On the other hand, the private satellite channels have their basic aims to earn money. For this purpose, they adapt such programmes which attract viewers for larger periods. They violate social norms, and cater to viewers' likings by telecast of such programmes as having high dozes of sex, violence and nudity which are based mostly on western culture. These programmes are full of obscenity, and project an image of Indian women which is contrary to our culture. The lewd song and dance sequels demean her. They depict the women as mere materials (Chopra, 1988).

As the private channels have no restrictions, they choose any subject for their programmes. Comstock (1986) opined that there has been a rise in sexist views due to an increase in sexy programmes. There is a vast difference in the depiction of characters on Doordarshan and private channels. Doordarshan channels usually portray stereotyped role models based on usual Indian social and cultural norms. They try their best to portray conventional role models. On the other hand, the private channels have no such inclinations or compulsions. These programmes have characters based on western models, and depict a plagiarized version of western culture (Perloff, Brown & Miller, 1982; Signorielli, 1989; Gilly, 1988; Lovdal, 1989; Morgan, 1982; Durkin, 1984; Eisenstock, 1984; Atwood, Zoln & Weber, 1986; Morgan, 1987).
Private channels go to any extent to achieve their objectives. They get their objectives by hook or by crook (Libert, 1986; Caution, 1983). The doordarshan, however, has serials showing characters holding middle class Indian values. They depict more realities of life as lived in the society, and also encourage more idealistic approaches towards life in comparison to private channels. With a rise in materialistic views, general people are loosing human values. Morality is not so important any more, and the family ties are becoming weak (Rule & Ferguson, 1986; Rosenkocetter & Wright, 1990). The lives shown on TV have a lot of imagination, thus, they are much different from reality. We, therefore, see a vast difference between real life and serial life (Lebeert, 1986; Cautions, 1983; Rothschild & Morgan, 1987; Rule & Ferguson, 1986; Rosenkocetter, Huston & Wright, 1990; Seel & Brown, 1984; Schallow & Mc Ilwaith, 1986-87; Free, 1983).

When the youth, living in an imaginary world of TV serials are brought in contact with the realities of life, they get a jolt (Tangney, 1988; Bentinck, 1986). This leads to the conflicts between the generations. Although, there has always been a generation gap in all societies, yet this gap is developing into a chasm causing a lot of frustration, breaking of families, and develops conflict and tussle between parents and their children. (Bentick, 1986; Kim, Baron & Massey, 1988; Tangney, 1988).

The children and youth of today are getting exposed to TV which make them mature before age (Friedrich-Cofer & Huston, 1986). The children acting in serials have role like those of adults, and when children see those programmes, they imitate, and learn to behave in a mature way. They, thus, loose the innocence of childhood (Larson, 1991; Postman, 1985; Duck, 1990).

The serials/programmes based on westernized culture lead females on wearing revealing costume. Body exposure is at its peak. Indian
costumes and dress codes are taken to be the signs of old fashioned lives, and modernity has become synonymous with dress revealing body parts. This results in our girls and woman imitating the actresses way of dressing (Chopra, 1988; Signorielli, 1989).

The music channels have Video Jockeys (VJS) wearing skimp
cal, revealing out fits. Some times they show girls chasing boys or trying to
attract boys towards themselves. These music videos have a lot of light
and sound effects. The VJS dresses are changed as fast as the music
changes. Some times, the gestures are vulgar and obscene. Doordarshan
has some restrictions to telecast these programmes, but the private
satellite channels do so freely. Doordarshan, on the other hand, telecasts
decent programmes bases on classical music, dances and folk arts
(Sherman & Dominick, 1986: Greenfield, Bruzzone and Kristi, 1987;
Seidman, 1992; Boxter, De Riemer and Anm, 1985; Sun & Lull, 1986).
Similarly, the advertisements based on alcohol, tobacco are taboos on the
Doordarshan. On the other hand, satellite channels get more revenue
from advertisements, so they show them to a greater extent.

Besides sex, vulgarity, obscenity and nudity, a lot of aggression and
violence is also shown on the TV programmes. Wendy (1987) opines
that this causes a reduction of sensitivity among viewers, and they
become free from the fears of violence (Eorom, 1983; Vandervoort,
Vooize & Bekker, 1982; Libert, 1986; Huesmann, 1986; Griffiths &
Shuckford 1989, Spark & Ogles, 1990). Many criminals assert that the
violence seen by them in childhood has made them what they are today.
Doordarshan keeps a watchful guard against all these trends, and does
not dish it much to its viewers. The private channels do not have any
such watch dogs. Not only the serials but even the advertisements
telecast by them are full of violence (Bris, 1992; Dominick, 1984;
Belson, 1983).
Film based programmes such as Top-ten, Antakshari, Chitrahar, Meri Awaj Suno etc are telecasted both on Doordarshan and private channels. The difference lies in the selection of these films on the basis of their themes and presentation. Doordarshan evaluates them on the basis of their family oriented values. It has a policy not to telecast any film that glamorizes sex, violence, crime, drinking, communalism or terrorism. It also censors objectionable dialogues or scenes. Adult movies are telecasted once a month at late night on doordarshan. On the other hand, private channels do so any time, and without any censor. Another difference regarding films is that Doordarshan telecasts adult movies having an ideal theme and clear picturization, whereas private channels barely stop host of telecasting blue films. There is a vast difference regarding the number of films too; Doordarshan shows films approximately 120-150 on its channels while private channels show nearly 300 films per month.

Technically too, there is a great difference between them. The speed of frames is normal and logical in Doordarshan but in satellite programmes, technology dominated by imported ones, the frames come and go at a great uneven speed which affect the viewers' comprehensive capacity. The back ground of theme, music and light effects in such programmes are also such that it affects the viewers sensitivity. The loud audiovisual effects leave the viewers flabbergasted.

The private channels telecast entertaining programmes for 24 hours a day. The viewing become engrossed in people to such an extent that the amount of socialization has gone down significantly. Channels surfing as couch potatoes has replaced outdoor activities. Children also are so much taken up with watching TV that they do not want to spend time in playing games (Argenta, Stoneman & Brodiy, 1986; Roths, Child & Morgan, 1987).
TV has also cut down the hours of study. The best past time for the children seems to be sitting before a TV screen, and watching unending serials. Play and study, both have taken second place. This has caused another drawback. The young TV viewers take every thing shown on the TV as gospel truth. Their imagination and memory are decreasing too (Singer, 1986; Peterson, Peterson & Carroll 1986; Neuman, 1982; Gunter, 1982; Fetler, 1984; Bybee, James & Turow, 1985; Ridley, Chance & Cooper, 1984; Armstrong, Blake, Greg & Mares, 1991; Gartmakar, Salter, Walker & Dietz, 1990). Previously, children spent leisure in reading magazines, colouring pictures etc whereas now they just want to sit, and watch various programmes on the TV (Agrawal & Choudhary, 1984; St. Peters, Pitch, Huston & Wright, 1991).

All TV channels telecast talk shows. Doordarshan bases its talk shows on social, religious, economical or political subjects, but the satellite channels telecast sex based shows to titillate the viewers, & scandalize shock them for accepting their views. Doordarshan shows sports programmes on special occasions while there are 24 hours private sports channels like ESPN and Star Sports. A programme called WWF is very violent one, and children see it with greater interest.

The language used in Doordarshan serials is pure and of good standard, whereas the private channels do not bother about the language; it is neither pure, nor clear (Selnow, 1990; Shukla & Kumar, 1997; Chaudhary & Devriya, 1983).

On the basis of above analysis, it can be concluded that there is a vast difference between Doordarshan channels and its private counterparts. It can be stated as under:

(i) Doordarshan has an educative value, while the private channels are in the field to earn money.
(ii) Doordarshan programmes are based on Indian culture, whereas private channels are greatly influenced by their cheap popularity, so there is more depiction of sex, violence, aggression, nudity and vulgarity on the private channels.

(iii) Doordarshan programmes mostly have stereotyped characterization of role models, whereas the private channels have mostly unconventional role models.

(iv) The background of programmes televised on doordarshan is relatively more Indian, and ranged from religious and historical to present way of Indian society. The background of programmes televised on private channels are Indian apparently, but in reality, they have western values.

(v) Keeping in view the background, dress code and make up in Doordarshan programmes are traditionally Indian. But other channels follow a unconventional dress code and fashion.

(vi) The modern technological advances in the field of light and sound effects, picturization, background music and speed of change in scenes are more envisaged in private channels than Doordarshan.

(vii) Doordarshan believes in purity of language, while private channels do not bother to use correct and suitable language termed as Hinglish, that is a new and mixed form of Hindi and English.

(viii) Both, Doordarshan and private channels televise talk shows but there is vast difference in their treatment of the subjects. Doordarshan choose topics on walks of life, and telecast them in conventional manner. On the other hand, private channels choose mostly unconventional topics and manners.

(ix) Films shown on Doordarshan are socially relevant. Doordarshan sensors objectionable scenes, and cuts frequently unethical dialogues. On the other hand, private channels do not censure any scene, and verbal
aspects of films.

(x) Another difference between the two is that Doordarshan does not show alcohol and smoking advertisements, but private channels have no such restrictions.

(xi) The sports programmes on Doordarshan are timely, and do not show very active-aggressive sports. But some private channels have round the clock sports programmes, and they show very action oriented aggressive, and even, some times violent sports.

To sum up, it can be said that in comparison with Doordarshan, private channels have programmes heavily loaded with sex, violence etc. It is argued that the type of culture depicted on private channels is heavily loaded with westernized culture where sex, violence, aggression, nudity etc are considered as normal. On the other hand, they are considered as taboos in Indian culture. The two types of channels are different, and if one is interested to examine the effect of such westernized programmes, it is an available facility that he/she compares the viewers of the two types of programmes about their impacts.

It has been stated that excess exposure to sex, nudity, vulgarity, violence based unconventional models have certain impact on different aspects of personality. A summary of the review of literature may be presented as under:

(i) TV has been proved to be a useful medium of education. General knowledge and awareness are greatly increased due to TV (Sprafkin, Swift & Hess, 1982; Atkin, Garramone, 1984; Fortner, 1985).

(ii) Excess of violence shown on TV makes viewers insensitive. Besides this, viewers, specifically males, become more aggressive (Bron, 1983; Spark & Ogles, 1990; Heusman, 1986). TV violence increases the likelihood of subsequent aggressive or antisocial behaviour of children.

(iii) The unconventional role models increase interest in sex and vulgarity (Morgan, 1982; Comstock, 1986; Signorielli, 1989), and it should be checked (Perloff, Brown & Miller, 1982). Some studies have addressed sexual depiction on adolescent mental health (Bearinger, 1990; Haberman, 1990).

(iv) Watching television decreases social relations, and enhances materialistic viewes (Libert, 1986; Caution, 1983; Argenta, Stoneman & Brody, 1986).

(v) The contrast between actual life and unconventional life shown on TV produces problems related to adjustment but ultimately proves to be the beginning of conflicts (Libert, 1986; Rule & Ferguson, 1986; Rosenkoetter, Huston & Wright, 1990; Seel & Born, 1984).

(vi) TV leads to a fall in social values (Ellison & Cole, 1982; Seel & Born, 1984).

(vii) Children acquire a lot of knowledge which miss-matches with their ages. It makes them mature before time, and causes immorality among them (Larson, 1991; Rule & Ferguson, 1986; Rosenkoetter, Huston & Wright, 1990).

(viii) Power of emagination and memory become weak due to watching more TV (Singer, 1986; Singer & Singer, 1984; Tucker, 1987), though some reported that imagination power in specific field, specifically in aggression and sex, is increased (Singer & Singer, 1986).

(ix) Children who watch heavily TV become fidgety, and their health suffers too (Tucker, 1986; Rothenberg, 1985; Vetro, Csapo, Szilard & Vargha, 1988). When children watch television alone for longer time, they are more influenced by the programmes (Singer & Benton, 1989; Singer & Singer, 1984; Jonsson, 1985).
(x) Children who watch more TV show a fall in achievements in all fields and also a fall in their intelligence (Fetler, 1984; Gunler, 1982; Ridley, Chance & Cooper, 1984).

(xi) Rock music programmes enhance aggression and sexism (Sherman & Dominick, 1986; Waite, Hillbrand & Foster, 1992).

(xii) Alcohol consumption and smoking scenes also prove to be addictive (Atkin, 1990, Resnick, 1990; Futch Lisman & Geller, 1984).

Taking above views in to consideration, the present study was undertaken to examine the role of westernized television programmes on aggression, value systems and habits of children of late childhood and pre-adolescence periods by comparing the non-westernized programme viewers. The study also aimed at studying the sex variations in this regard.

SPECIFIC PROBLEMS AND HYPOTHESES

The problems and hypotheses formed in this regard are presented as under:

1. AGGRESSION AS DEPENDENT VARIABLE

(i) Whether subjects of both sexes differ significantly on their aggression level. It was hypothesized that aggression of boys would be higher than their girls counterpart.

(ii) Whether subjects of two age group (i.e., low & high) differ significantly on the aggression. It was assumed that subjects of high age group would show greater magnitude of aggression than the subjects of low age group.

(iii) Whether subjects of westernised TV programme viewer group show greater extent of aggression than the subjects of non-westernized TV programme viewer counterpart.
(iv) Whether the three independent variables interact with one another, and as a result, aggression level would be different for the various groups formed on the basis of the three independent variables (i.e., sex, age & programme). It was expected that the three independent variables would interact, and different groups formed on the basis of the independent variables would show significantly different aggression levels.

2. VALUE SYSTEM AS DEPENDENT VARIABLE

It is necessary to mention here before stating problems and hypotheses that in comparison with others' surveys value survey done by Rokeach and others (e.g., Rokeach, 1973; Singh, 1986, 1992) present a detailed picture of one's life. Therefore, Singh's (1986, 1992) value survey was considered while studying the value system of subjects of the present study. The problems and hypotheses in this regard are as under:

(i) Whether subjects of both the sexes differ significantly on their terminal and instrumental values. It was assumed that boys would show greater emphasis on individualistic, materialistic, personal qualities, competitive values while less emphasis on the values related to social relevance, religious qualities, co-operative and group life than their female counterparts.

(ii) Whether subjects of two age groups (low & high) differ significantly on the value system. It was hypothesized that subjects of high age group would show less emphasis on the values related to social relevance, religious qualities, co-operative and group life while greater emphasis on personal qualities, materialistic, individualistic, competitive values than the subjects of low age group.

(iii) Whether westernized programme (WP) viewer group show differences for various values from the non-westernized programme (NWP) viewers. It was expected that WP viewers would show less emphasis on the values related to social relevance, religious qualities,
co-operative and group life while less emphasis on personal qualities, materialistic, individualistic and competitive values than the NWP viewers.

(iv) Whether value systems are different for the various groups formed on the basis of independent variables (i.e., sex, age & programme types). It was assumed that different groups formed on the basis of the independent variables would show significant differences on different values.

3. HABIT AS DEPENDENT VARIABLE

(i) Whether subjects of both the sexes differ significantly for their habits. It was expected that boys would show greater scores on awaking, physical exercise, being active in or out side of school, watching TV, picture, conflict with parents, smoking and drinking alcohol, sexual activity, friendship, holiday and sleeping habit, while less scores on the habits related to reading and home work, fashion and use of cosmetics than their counter parts. But both sexes would not differ significantly on some habits related to awaking, sleeping, brushing teeth, bathing, breakfast, food, reading home work and watching television/picture.

(ii) Whether subjects of two age groups (low & high) differ significantly on their habits. It was assumed that low age group would show less scores on physical exercise, brushing teeth, bathing and washing, use of cosmetics, notorious activities in or out side of school, fashion, holiday, friendship, conflict with parents, smoking, drinking alcohol, sexual activity than their high age groups, but age groups would not differ significantly on some habits related to awaking, sleeping, breakfast, food, reading, home work and watching television/picture.

(iii) Whether westernized TV programme viewers group show greater difference on various habits from the non-westernized TV programme
It was expected that WP viewers would show greater scores on the habits related to awaking, physical exercise, brushing teeth, washing, bathing, use of cosmetic, breakfast, food, naughty activities, eat outside of school, leaving homework while watching TV picture, quarrel, fashion, holiday, friendship, conflict with parents, smoking, drinking alcohol, sexual activity and sleeping than non-westernized TV programme viewers.

(iv) Whether the three independent variables interact with one another, and as results, habits will be different for the various groups formed on the basis of three independent variables (i.e., sex, age & programmes). It was hypothesized that various groups formed on the basis of independent variables would show significantly different habits.