CHAPTER-5
CONCLUSIONS AND SUMMARY

The impact of television has been enormous. It has affected nearly all aspects of our social life. Television has established itself as a potent, dominant and most vibrant media of mass communication. Portability, accessibility and acceptability render it as the media that establishes quick rapport with the people. Everyday millions of Indian youth reach out to television, to know what is going on. The role of television is even greater in a vast country like India with widely differing country linguistically and cultural segmented regions and people.

The 'idiot Box' and 'Magic Box' of mid 20th century has turned to be the most significant member of our family. At times, it is the most talkative, informative and entertaining member of our drawing rooms. Information Technology Revolution has gone another significant step further. It has assisted TV enter the bed rooms which has resulted in demystification of audience. A plethora of Satellite Television channels present a huge variety of programmes. Television channels have become audience specific and cater to the needs and necessities of specialized audience. That is precisely why there are numerous sports, news, devotional, entertainment, film, kids and laughter TV channels. In such a gush of TV channels the youth becomes more vulnerable from exposure and impact point of view. The tender-aged youth gets impressed by the glitter and glamour of TV. It is this glitter that makes youth spend hours watching/viewing the TV screen. This study about the Television watching/viewing habits of youth Rohtak and Jhajjar Districts of Haryana has brought about some aghasting findings.

5.1 SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

Socio-economic and cultural background of respondents have been found major factor in determining on their TV viewing habits. Transcending gender barriers about
1/3rd respondents watch television for more than 4 hours a day and hence there are categorized as Heavy viewers. The courses of study do not cast their impact on the level of viewing. Urban respondents watch TV for longer duration while 58.8% Rural respondents are termed as Light viewers, 80.1% Urban respondents have been categorized as Heavy viewers. Moderate viewers belonging to various categories are found in majority followed by Heavy and Light viewers. The empirical study shows that 59.9% respondents from Nuclear family watch television and most of them are found to be Moderate and Heavy viewers. Respondents from Joint families watch television for lesser duration as compare to Nuclear families. Accordingly Un-married respondents spend more time before the “idiot box” which is also true about Middle class families. Around 66 of Middle class respondents are Moderate to Heavy viewers which is in contrast with the respondents whose family income is less than 10,000.

5.2 GENERAL INFORMATION ABOUT TELEVISION VIEWERS

It is found that 83.6% respondents have colour television at their home where as the era of Black & White TV come to an end. Only 0.6% respondents have Black & White TV whereas 2.6% respondents have 3D TV at their home. Typical to the partrichal Indian society, parents still have the final say making in the choice of TV programmes and channels for their children. But with the opening up traditional Indian society the young generation does play an important role in choosing the means of entertainment. 54.7% respondents say that they have the control on remote with themselves whereas 29.3% respondents say that selection of channel is a collective decision of their family. Only in 7.5% respondents families it’s either the father of the mother who decides which channel is to be watched. Late rising and staying at educational institute for the major part of the day makes respondents prefer watching television in the evening or the late night. The collective strength of evening and late night viewers is 53.6% respondents. Still
42.0% respondents don’t have any pre-decided schedule or time frame for watching television. In this age of neck throat competition and rapidity, television becomes a source of emancipation from stress-ridden life. About 96.0% respondents say that they get relieved, stress free, informed etc. after their exposure to television. 44.8% parent’s advice their children to pay attention to study while 14.4% parent’s either join or encourage their children in watching TV channels. 24.4% male respondents say that parents encourage them to watch informational programmes.

5.3 FAMILY NORMS/VALUES

Inculcation of traditional values and life style is thought to be the responsibility of old generation or traditional media. 63.1% respondents say that television programmes promote Western family values in the society at the cost of traditional values. A vast majority of such respondents belong to Heavy viewer’s category. Degeneration of traditional values as an outcome of television is accepted by 68.8% respondent’s majority of which are Light to Moderate viewers. Light viewers again tilt the scale in favour of television in promoting love marriages. 76.3% respondents vouch for this. Gender wise there is hardly any difference of opinion among respondents. Almost equal numbers of male and female respondents are of the opinion that television promotes inter-caste and inter-community marriages. There are 15.1% respondents, mostly Light and Moderate, who say that it is untrue. So far as the personal level preference of marriage is concerned a majority of 47.2% respondents favour arranged marriage, 23.3% love cum arrange marriage and just 20.5% prefer love marriages. Significantly 6.3% respondents prefer live-in-relationships. Most of the Heavy viewers prefer arrange or love cum arrange marriage where as arranged marriages are preferred mostly by Moderate viewers. TV is, off late, held responsible in increasing divorce rate in India and the opinion of respondents of this study is no exception to the fact. 54.7% respondents, male and female
alike, say that television increases meandering rate of divorce rate in India. In this regard no significant difference of opinion among Light, Moderate or Heavy viewers of television. 49.8% respondents, mostly male, say that television promotes foul language whereas 40.4% respondents, mostly females don’t think so joint family system has its own advantages and social significance. But most of the TV programmes propagate joint family system. 59.2% female respondents say that TV promotes nuclear family system whereas 22.5% male respondents say that TV promotes live-in-relationships. Male respondents again surpass females in saying that TV promotes bachelor-hood. From the level of viewing angle Moderate viewers favour nuclear family more than the Heavy viewers. Fake religiosity and superstition are ascribed to television 48.1% respondents, mostly females; say that TV promotes superstition in society whereas 31.7% respondents have not formed any opinion about this aspect. Propagation of religious value through television is underlined by Light, Moderate and Heavy viewers in almost equal proportion. Most of the male respondents agree that TV promotes religious values while a majority of female respondents either discard the notion or don’t say anything in this regard. Female respondents outshine the male respondents in saying that television promotes gender parity. 31.9% respondents don’t think so and Light viewers think that television does promote gender parity. 48.7% respondents reject the hypothesis that TV increases gender divide. 45.0% male and 30.2% female respondents articulate that TV promotes gender divide. In this regard Light and Heavy viewers have consonance of opinion. Majority of respondents regard attitude of television towards women as sensitive and natural. Just 16.8% respondents regard it as insensitive. Moderate viewers give thumping pat television being sensitive towards women.
5.4 SEXUAL NORMS

Cutting across the gender bias 59.0% respondents say that television promotes sexual promiscuity. In this regard there is no significant variance in the Light, Moderate and Heavy viewers. An equal proportion of male and female respondents say that TV promotes extra marital relationships. Light viewers are more vocal in resonating this notion. Most of the male respondents (70.1%) say that reality TV shows promote obscenity where as females respondents don’t think so. Overall Heavy TV viewers say that reality shows have become a den for the promotion of obscenity. As a direct fall out of extra marital, live-in, obscenity and love marriage oriented programmes; a whopping 74.0% female respondent say that children get sensually mature while watching such programme on television. 27.7% male and 20.0% female respondents don’t think so. Light viewers put it in unambiguous terms that children become pre-mature as a result of watching television.

5.5 VIOLENT/AGGRESSIVE BEHAVIOUR

Violence in television programme is attributed to promote the aggressive behaviour among youth a majority of respondents say so without any distinction in the level of viewing. 75.1% female and 74.9% male respondents say that the increasingly violent behaviour and tendency in youth is the direct outcome of the television showing violence. But about 19.8% respondents don’t think so. Nearly half respondents say television has become a problem to tackle with but at the same time 29.9% respondents do not regard television has a problem at all. At least Heavy viewers don’t think so. Nearly 2/3rd respondents are of the opinion that TV channel like AXN, UTV Action etc. promotes violence. Both male and female respondent’s viewers agree on this point. 79.6% female respondents say that TV promotes adventurous behaviour in youth while
67.2% male think so. More than 73.3% viewers in the entire category agree that TV promote adventurous behaviour in youth.

5.6 LIFESTYLE/MATERALISTIC OUTLOOK

Female respondents surpass male respondents in saying that TV programmes promote fashion. Consumerism is another aspect that television is said to be promoting at a large scale. 70.9% respondents agree that a wide range of TV programmes promote consumerism. In this connection Light viewers are having staunch opinion about the promotion of consumerism through TV programme. Consumerism is directly responsible for the promotion of materialism in society. 75.1% female and 71.6% male respondents are of the opinion that TV programmes promote materialism and propagate materialistic outlook life. Similarly respondents are of the opinion that TV programme promote individualism. 71.8% respondents say that television is making Indian youth more global citizen in this regard the moderate viewers are more firm in their opinion.
5.7 LIMITATIONS OF THE STUDY

1. As the study is conducted on the collegiate of two districts of Haryana so it gives a broader picture of the opinion of youth in two districts only.

2. Youth for the purpose of this research is restricted to collegiate only and it does not take into account non-student of the some age group.

3. An in-different and non-cooperative attitude of some administrative heads and respondents is also a hindrance in the completion of this study.

4. Data collection from six hundred fifty odd respondents spreading over remote rural areas is a big challenge to overcome.

5. Lack of research aptitude of respondents has resulted in in-complete and haphazard questionnaire.

6. Generalization of the findings across the whole state may not be proper, as the area of the study covered has a unique socio-cultural-economic-geographical background vis-à-vis other districts.

7. The scarcities of economic resources also prove to be one of the biggest obstacles. Last but not least, socio-cultural change(s) and the whole socio-cultural millien is subject to impact of whole lot of factors, including of course, television. As such, socio-cultural dynamics have to be considered and analyzed holistically.
5.8 RECOMMENDATION AND SUGGESTIONS

1. This study attempt to gauge the response of the collegiate of two districts which does not represent the divergent socio-economic dimension of the state. It is suggested that such a study may be conducted by giving due representation to socio-economic and geographical aspects of youth in Haryana.

2. The research work looks into the impact of television in general terms. The studies about specific category of T.V. channels may provide more tangible and authentic information.

3. The present research did not study the impact of specific programmes of television on the viewers. So a combination of content analysis and a survey in a study may be more interesting and valuable.

4. Research in this area requires inter-disciplinary approaches as its impact may be social, economic, psychological, etc.

5. Semiotic analysis of soap-operas and content analysis of music videos can further contribute in enriching mass media research on television.

6. There is a need to gauge the impact on population belonging to different social strata of the society, income levels, different age groups and qualifications.

7. Television is one of the most dynamic media vehicles influencing more people than most other vehicles. Therefore, viewers are required to be alert and use it sensibly; policy-makers should take extreme care while formulating rules and regulations.