PREFACE

Media is such a factor which has touched every aspect of individual’s life in contemporary society. It is so obvious that media has affected the Indian society to a great extent in last five decades. The coming of improved satellite channels and especially foreign channels has introduced many changes in the tradition bound Indian society. By media we generally mean an institution which uses the sophisticated technologies for the communication of ideas. Some of the important and popular media are newspaper, television, radio, books, magazines, advertising billboards etc.

Television has three major roles to play- to educate, to inform and to entertain though it is not possible to place these three functions in a watertight compartment of definitions. Though the availability of foreign channels and the contents of these channels were a cultural shock for tradition bound Indian society, yet, the people of India have accepted this shock with great enthusiasm. The youth culture in contemporary India is changing at a rapid speed which is visible in changing dress habit, food habit, moral values, behavior etc. In my study I focus on the impact of television on the youths belonging to Guwahati city of Assam. The respondents are comprised of the students from degree third yearof three popular colleges in Guwahati viz. Cotton College, K. C. Das Commerce College and B. Barooah College.

The introduction chapter deals with the statement of the problem and the objectives and the hypotheses of the study. The theories of media effect have also been
discussed in this chapter. These theories include the cultivation theory, desensitization theory, agenda setting theory etc.

The second chapter deals with the evolution of television and its invasion in India. Television as a medium has been invented in 1926. It came to India in 1959 and since then it is capturing the minds of people all over the country.

The third chapter deals with the serials and its impact on youths. In this chapter some of the chosen serials have been narrated and collected data have been analyzed to find out if it matches our analysis or not. In answer to the question whether television has popularized the concept of love marriage among the youths or not heavy television viewers, especially the female respondents believe that television projects love in such a beautiful manner that it definitely influence the youths. Again the data on the question whether television has replaced real life conversation, reveals that majority of the respondents do not agree with this. Again, it has also been seen that the heavy television viewers believe that there is a relation between family politics shown on television serials and the growth of nuclear family in India.

The next chapter deals with educational programmes in Indian television and the knowledge and information gathered from these programmes. When the data have been analyzed it is seen that most of the students agree that television is the best medium to acquire knowledge and information and keep them updated about the current affairs. It has also been noticed from the data analyzed that most of the
respondents opine that television imparts knowledge on current affairs and they also believe that television is a great medium to acquire political knowledge.

The fifth chapter deals with the entertainment channels and its impact on youths. Television is the best medium of entertainment. Channels like music channels MTV, FTV are the great sources of entertainment. This chapter reveals the fact that the youths belonging to the heavy television viewers group neither like to visit relatives nor do they like to welcome guests during their favourite programme. Again, it is also found that too much watching of violence on television has made the male respondents desensitized towards violence while the female respondents develop a fear syndrome towards the outer world.

The sixth chapter deals with advertisement and its impact on youths. In this chapter I have analyzed some advertisements like Kiah Diamond, Santoor Deodorant etc which send positive messages in the society. Again some advertisements like Fair and Lovely, contraceptive advertisements etc. send negative messages in the society. The data in this chapter show that the youths like to imitate the characters of television and at the same time they also find nothing immoral in pre marital sex.

In the conclusion chapter I have summarized the findings of my study and also listed the suggestions provided by the respondents to minimize the negative impact of television.

Date: Chayanika Sarma