CHAPTER I
INTRODUCTION

1.1. OVERVIEW OF THE TOPIC

Society is a changing process. The values, morals and cultural sanctity of a society are often influenced by some external factors. 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. The social and cultural pattern of the society has been influenced to a great extent by media. Media generally means an institution which uses the sophisticated technologies for the communication of ideas. This institution also uses the sophisticated technologies for the purpose of information and entertainment. Some of the important and popular media are newspaper, television, radio, books, magazines etc.

There are two kinds of media, one is print media and the other is electronic media. Print media is generally in disposable form. It is the publication in printed form which includes books, magazines, newspaper etc. They are published daily, weekly, biweekly, monthly, bimonthly or quarterly. Newspapers are the most common mass media in printed form. Newspapers usually contain the issues of public affairs and also event reporting. Certain amount of entertainment can also be found in a
Print media can be regarded as one of the oldest and basic forms of mass media. The first newspaper in India was published from Calcutta by a Britisher named James Augustus Hickey on 29th January, 1780. It was launched by the name “BengalGazette”. It was also known as “Calcutta Advertiser” or “Hickey’s Gazette”.

On the other hand, those media which use the electronic or electromechanical energy for the audience to access the content is called electronic media. Some of the examples of popular electronic media are radio, sound recording, video recording, television, internet etc. Radio is an electronic mass media in true sense of the term as it has the capacity to reach a large number of population and inform and educate them. (Gandhi, 1995) Radio came to India in 1927 under Indian Broadcasting Company. The headquarter was set up in Bombay and transmission started from both Bombay and Calcutta. In the year 1936, radio came to be known as All India Radio and it came under Information and Broadcasting Ministry of the British Indian Government in the year 1941. The name ‘Akashvani’ was introduced in 1957. (Vilanilam, 2003) Television came to India in the year 1959. It captured the minds of the people in a very short span of time. Television is in a better position as it is a combination of audio visual medium. In my study I focus on the role of television as the agent of social change, especially the changes in the youths of Guwahati city, Assam, by discussing the changes brought about by this medium of communication.
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. (Saksena, 1997) It has become a member of the family as it provides comfort like family members and it also accompanies when one is alone. (Silverstone, 1994) 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 had accepted this shock with great enthusiasm. (Traber, 2003)

Media globalization has made information on sex available among the younger lot. Seductive soaps like *Bold and the Beautiful* is commonly accessible to the youths. (Kamalipour and Rampal, 2001) Even, the Indian soap operas are also copying this success formula from their western counterpart. Indian television serials are now bombarded with illicit sexual messages and relations. (Kamalipour and Rampal, 2001) In a 1998 survey of 3000 young people aged 15-34 in small and big towns by MTV-India, 29% of the respondents said ‘Yes’ to the question – ‘Is pre-marital sex a way of life in the 1990’s?’ (The Times of India, November 13, 1998). The percentage of approval may not be high by Western standards, but for the traditionally conservative Indian population this finding is very revealing about the sexual values of a significant percentage of today’s youths. (Rampal, 2003)

The entry of global media conglomerates into India opens up a new visual world for Indian audience, first through the live coverage of 1990-91 Gulf Crisis by the Cable News Network (CNN) and later through Hong-Kong based STAR (Satellite Television Asian Region) T.V. (De Burgh, 2006) A part of Rupert Murdoch’s News
Corporation, STAR’s five-channel satellite service originated in 1991, became a major hit with the English fluent urban elite. (Logan, 2008)

Some channels broadcast programmes with a veneer of public interest; soaps that incorporate socially relevant themes such as women’s education and empowerment, interactive talk shows on whether smoking should be banned and open forums with government representatives responding to audience queries on human rights, abuses or consumer right. (Desai, 2003) These programmes combine varying degrees of social values with commercial appeal in a competitive market. (Desai, 2003) The open forums in particular have played an important role in familiarizing the public to the political and legal system and in building a demand for political transparency and accountability. Although the sexual content in television programming is harmful for children and teenagers, there is a consensus that satellite television has made the people aware of the larger world and the possibilities and opportunities that it presents.

One of the most important positive impacts of television is that it works as a stress buster to the people. Television gives an opportunity to the viewers to escape from stress and difficulties of daily routine life. (Traber, 2003) Again, it also gives exposure to the youths to different culture and society. Today’s youths are much smarter due to the exposure to television. They are not confined to the narrow mentality. They become global citizens in the true sense of the term and this is all because of exposure to television. They are updated about the current events and the happenings in the world because they have the access to all these through television. They also do not believe in the narrow perspective of caste and religion. They all
belong to the same category as they all have the access to the same programmes on the television. Youths of today practice global culture as they can watch and live the culture of other society through television. (http://www.Indiabix.com/group-discussion/effects-of-television-on-youthss/)

Again, the advertisements help people in choosing what is right or wrong. People get to know the options available in the market. They also get to know the details of the product which help them in buying the product. Television has also given the people options to choose various careers. Through television one can get knowledge about various career options and also television being a huge industry it can help in employing the youths. (http://www.Indiabix.com/group-discussion/effects-of-television-on-youthss/)

Television can work as a great medium to unite the people all around the world. The people who watch the same programme may tend to develop some sort of traits of that programme. This help in uniting the people beyond the concept of caste, race, religion etc.

Again, though most of the time television promotes stereotype gender roles, yet in recent times it has started showing programmes without these stereotypes. They have started giving respectful position to women in television. In this way television can be hoped to be helpful in projecting a better image of women. (Datta, 2005) Television has also made people aware of the ill effects of environment changes in the society. Another positive change is on the language of the youths. They have been able to pick up different languages so easily with the help of television. It
improves vocabulary and language skills. (http://www.ask.com/question/positive-effects-of-television)

Television, though is one medium, can be useful to people from all the ages. Everyone has something in store for him/her in this box. The old people can get tips how to use their free time and they can also spend their free time watching television and get entertained. The kids can develop language skill through television and they can also get information provided by the television. The youths can get career options through television and they can also learn new skills through television. They can be updated about the current affairs and events through television. A homemaker has also something for her/him in the television. Television provides latest interiors and also recipes which can be very useful for those who have interest in it but cannot afford to go for these classes. (http://www.english-test.net/forum/ftopic17746.html)

Television can be a powerful teacher. It can also be a powerful tool to bring changes in the society. It can also be used in initiating and accelerating adult education. (Dua, 1979) Some programmes instigate the youths to take action. SatyamevaJayate is such a programme which is really been successful in involving people and at least making people aware of the various social problems and stigmas prevailing in the society.

Television also helps the family members to spend time together. All members sit together to watch the same programme. Traditionally, the only means of recreation among the people was to watch the plays and the ‘bhaonas’ held in temple, mosque
or public field. Now all the members of the family can watch the programmes by simply sitting at home.

Television imparts knowledge and information irrespective of the classes of its viewers. Information no more reaches from elite to poor classes. It is available to all. It helps in the process of democratization of information. Everyone is equally accessed to information without any distinction. Information no more filtered down from the elite to the poor. (Datta, 2005) It is said that television has narrowed down the difference between rich and poor as everyone has the access to the same programme and information at the same time. But in reality, television has widened this gulf between the haves and the have nots. The rich people can afford to buy the products shown and advertised on television while the poor cannot. This has clearly shown the difference between the rich and the poor. (Shah, 1997)

Television can be a powerful tool in imparting the education on sex. India being a traditional society the talks and discussions on sex is fairly restricted. Therefore the young people can gain knowledge and information on the effect of unsafe sex through television. (http://mediasmarts.ca/television/televisions-impact-kids)

The media in India represents a confluence of paradoxes, tradition and modernity, anarchy and order, diversity and unity, conflict and cooperation, news and views, feudalism and democracy, the free market and monopoly. A survey of urban youths by India’s influential news weekly ‘Outlook’ found that more than 85% of the respondents spend over two hours daily watching television.(Outlook, November 8, 1999). Television is one of the most powerful mediums of communication. It is the
product of the ongoing modern communication revolution. It commands bigger influence on the perception, emotions and the outlook of the masses than any other media. (Yadav, 2000) James Carey, the noted communications theorist, media critic and a journalism instructor at the University of Illinois, and later Columbia University, had discussed about the changes brought about by communication media especially telegraph. He opined that telegraph had enabled the people to communicate in an instant. He also mentioned that invention of telegraph had an effect on language as the people had to opt for short hand language in order to cut the cost. (http://en.wikipedia.org/wiki/James_W._Carey)

P. Sainath, Rural Affairs editor, The Hindu, has claimed that Indian media is politically free but owned by business conglomerates. He also raised the issue of paid news in Indian media which was revealed during 2009 LokSabha election. It was found that the election candidates pay money to the news representatives for favourable coverage. According to Sainath, there are two implications of this media corruption – (1) undermining India’s electoral democracy and (2) violation of audience trust. He also blames that the news journalists do not cover news relating to poverty, agriculture and labour leading to a huge gap between mass media and mass reality. (http://foreignpolicyblogs.com/2011/04/15/p-sainath-on-paid-news-in-india/)

In the introduction chapter of my thesis I have given a brief overview of my topic. This chapter deals with the theoretical background of my work. The cultivation theory states that television shapes the notion of social reality of its viewers. The viewers, especially the heavy television viewers, tend to believe that whatever is
presented in television is the reality. This theory can be linked to the brand value and the fear of the viewers towards the violence in real life. Again, the social learning theory states that people learn some behavior by imitating others. This theory can be linked with imitating violent behavior and at the same time imitating the role models shown on television. Again the desensitization theory proves that too much showing of violence on television make the viewers desensitized towards real life violence. The objectives, hypotheses and methodology of my study have also been enlisted in this chapter. This chapter also contains a detail review of literature and I have also mentioned the significance of my study in this chapter.

In the second chapter I have written the evolution of television. Television is a product of experiment by number of scientists. Television came to India in the year 1959 and it became a household name in a short span of time. On 1st August, 1975 Satellite Instructional Television Experiment (SITE) had been launched in India. Under this programme community television sets were distributed and this project covered a wide range of development topics like family planning, public health, social and educational improvement of women and children. Along with these programmes some entertainment programmes like drama, music etc had also been telecasted. August 15, 1982 was a landmark in the history of Indian television, as the Indian masses witnessed the live coverage of Independence Day celebration from Red Fort. Colour television also came to India in this year.

In the third chapter I have discussed the impact of serials on youths. The analysed data in this chapter reveal that the impact on the youths can be felt in their changing attitude towards marriage that is a shift from arranged marriage to love marriage.
In the fourth chapter the impact of educational programmes has been discussed. The respondents mentioned channels like Discovery Channel, National Geographic Channel, History Channel and news channel from which they gather information. The respondents depend on television for information. And as an impact the youths today are more knowledgeable than their older generation.

In the fifth chapter of my thesis the impact of reality shows on the youths has been described. Again impact can also be felt regarding violence where it is found that the male respondents feel desensitized towards violence while the female respondents develop a fear towards the outer world.

In the sixth chapter the impact of advertisements on the youths has been discussed. It is seen that television advertisements send positive as well as negative messages to the society. While the advertisements of fairness products and advertisement like LIC Insurance definitely send a negative message to the viewers, the advertisement like Kiah Diamond jewelry sends a positive message to the viewers. From the data analysed it is found that the majority of the respondents like to buy advertised products and they even showed their preference for advertised soft drinks over coconut water. Again, majority of the respondents also believe that obesity is a direct impact of advertised junk food products. Another shocking revelation in the tradition bound Indian society is the impact on the youths regarding the attitude towards sexual norms. Majority of the respondents opine that there is nothing immoral in pre marital sex.
In the last chapter i.e. the conclusion chapter, I have summarized the findings of my study. Suggestions have also been made to minimize the negative impact of television on the youths. I have also mentioned about television policies like Broadcast Regulation Bill, Content Code, Cable Television Networks Bill etc.

1.2. THEORETICAL FRAMEWORK

The youth culture in contemporary India is changing at a rapid speed. These changes are visible in changing dress habit, food habit, moral values, behavior etc. The changes in food habit and dress habit can be termed as changes in materialistic culture of youths while the changes in moral values and behavior implies changes in non materialistic culture. The dress habit of youths’ is changing to a great extent especially in the urban areas. The ‘saree’ cladded young girls are history now. In the contemporary India, girls are seen wearing and adopting different attires from different places. For example ‘MekhelaSador’ which is an Assamese attire for girls now is worn only in special occasions. Again, ‘SalwarKameez’ which is a North Indian attire can be seen in every nook and corner of Assam. This change is visible in the society. Again, the change in food habit is also visible in the society. The younger lot of people today love to experiment with different kinds of food from different places. They are no more confined to their narrow ethnic things.

Television has changed the material culture of the young generation to a great extent. The impact is visible in the dress habit, food habit etc. The young generation today wants to dress up as the characters shown in the television. With the coming
of the television in India, came the latest fashion trends. The youngsters in India became aware of the latest fashion statements through media. Short skirts, faded jeans, trousers have become the style statement of the young generation today. With the dress came the accessories. The new generation of India is much more stylish and fashion conscious due to exposure to television.

These changes can be related to the viewing of television. According to the cultivation theory which is also known as cultivation analysis or cultivation hypothesis television shapes and cultivates the notion of social reality of its viewers in a society and it ultimately leads to the shaping of culture. (Gupta, 2006) The cultivation theory which is developed by George Gerbner claims that heavy viewing of television has a measurable effect on the minds and the perceptual world of the viewers. Therefore the viewers tend to develop some attributes from the programmes they watch. (http://oregonstate.edu/instruct/comm321/gwalker/effectsm edia.htm) Cultivation theory which examines the long term effect of television watching, states that more time spending in front of television makes the viewers believe what television presents.

This theory can be related to the development of a false notion that those people who wear branded clothes and who drive luxury cars are the important people in the society than those who do not have access to all these products. And the younger lot starts judging people by the things they own rather than their position or their knowledge. (http://www.cybercollege.com/frtv/frtv032.htm) They also start feeling that these products are necessary for their social survival. (Schor, 2004) Television
has produced a generation who measures success and happiness in terms of the latest products they have owned. In a sense, television has produced a generation which is materialistic in nature. (http://charismaassembly.blogspot.in/ 2009_03_01_archive.html)

Again this theory can be linked with the changes in the non materialistic culture of the youths. Sometimes the youths do not directly copy the role models but they knowingly or unknowingly acquire some views, attitudes or behavioural norms projected by television characters. For instance, the advertisements on the television have immensely influenced the purchasing behavior of the youths. Television has produced a generation called commercialized children in the urban areas. Advertisements create needs in the minds of people. (http://www.cybercollege.com/frtv/frtv032.htm) Gifting diamond to wife cannot be the most important part of a husband wife relationship as depicted in the advertisements. Or, making packet food for the kids coming back from a hectic school schedule cannot be a healthy solution.

The agenda setting theory has its origin in the works of Walter Lippmann. Lippmann in his book Public Opinion, opines that mass media works as the connection between the events in the world and the images in the minds of public though he nowhere used the word agenda setting. Related to the agenda setting theory one can explain the impact of advertisements on the minds of youths. Advertisements repeat the presentation of products many times a day which capture the minds of the young people. Advertisements stimulate the need and desire in the minds of the youths which cannot be fulfilled in most of the times due to the middle
class status. This may lead to resentment in their minds against their parents as well as existing social set up which is indeed very harmful for them only. Again, the parents also try to fulfill the high class dreams and desires of their children influenced by television, for which they need more money ultimately leading to corruption in the society. In the greed of buying for their children the best product available in the market, the parents often need to resort to corruption as their middle class income cannot achieve the lavish and luxurious lifestyle shown on television.

The violent behavior of the new generation can also be attributed to the effect of television watching. It is believed that the violence shown on television has contributed to the aggressive behavior of young people. Students are being increasingly rude and disrespectful. (DeMars, 2000) Children try to imitate kick-boxing, jumping down from high places and gun fights. (Carlsson and Von, 1998) Many of the most violent programmes are purveyed by cartoons like Popeye which have a great impact on the minds of the children. (Banerji, 1992) The youths as television viewers assume the actions portrayed on television as normal and natural and become ideologically locked into a pattern of behaviour prevalent in television programmes. Again, if the good boy uses violence to punish the bad boy it is shown ok and the good boy is shown go unpunished. It may affect the minds of the youngsters. (http://mediasmarts.ca/television/televisions-impact-kids)

The National Crime Records Bureau (NCRB) in India reported that in 1997 young people in the 16-25 age group were responsible for 56% of all crimes committed in the country. (Rampal, 2003) In New Delhi, 93% of all serious crimes in 1998 were committed by young men trying their hands at crime for the first time. The invasion
of young minds by violence-heavy programming on various cable channels was said to be a catalyst in rising incidents of crime among the youths. (Kamalipour and Rampal, 2001) A study published by the Ministry of Welfare and Development in India in 1998 found that there were 3 million drug addicts in the country in 1997 out of whom 15,000 were female drug abusers. (Rampal, 2003) Drug use was attributed to various causes among which one of the most important cause was the permissive social atmosphere promoted by International satellite television as well as privately owned Indian channels and other media. (Rampal, 2003)

Albert Bandura in his social learning theory opines that children imitate violent behavior by viewing others. He suggested this theory on his experiment of ‘bobo doll’ where he showed a group of children a video where a ‘bobo doll’ is being beaten up and afterwards provided the children some ‘bobo dolls’ to examine the impact of the video. The result showed the children imitating the same leading to his conclusion that children imitate aggression from others. This theory can be directly related to media violence. The violence shown on television may have a direct impact on the minds of its viewers according to this theory. So going with this theory we can assume that television violence can be related to the violent behavior among the youths.

[http://en.wikipedia.org/wiki/Media_violence_research] The social learning theory of Bandura can also be applied to the advertisements where the commercials suggest that using some brands or products are necessary for the social survival. This theory also explains the imitation of role models from favourite television programmes by the viewers. The young generation also tries to emulate the role
models provided by the television. Earlier, the parents used to be the role models of their children, now the things have changed. This place has been taken over by Shahrukh Khan or Aishwarya Rai. Adopting the traits and behavior patterns of role models from television has become a part and parcel of today’s socialization process. (Lowery and Fleur, 1983)

Again, according to the desensitization theory of media violence the constant exposure to violence on media makes people less sensitized towards violent acts in real world. As a consumer of constant media violence the viewers are already familiarized with violence and they somehow learn to accept it as part of life. Therefore, violence in real life cannot make them shocked. (http://srambeau.wordpress.com/2010/09/27/desensitization-theory/) They feel desensitized towards real life violence.

Again, the mean world syndrome, which can be related to cultivation theory, explains that too much watching of media violence may influence the viewers to develop an idea that world is a dangerous place to live. This idea or the notion of reality may not be matched with actual reality. Gerbner in his cultivation theory opines that people who watch more television develop a fear about becoming a victim of crime. They also develop a general mistrust towards people. So it is seen that there are three kinds of possible impact of media violence on the minds of viewers: mean world syndrome, desensitization towards violence and violent and aggressive behavior.
Media violence can be related to the violent nature of youth as television portrays violence as something acceptable and usual way to resolve conflicts. (Kem, 2007) The violent messages in television leads to three potential responses- increased fear, desensitization to real life violence and increased aggressive behaviour. The increased fear syndrome is also known as mean and scary world syndrome. Some young people, especially girls tend to develop a fear towards the outer world as television represents the violence against women. On the other hand, too much showing of violence on television may turn the young generation to be desensitized towards real life violence. The humorous presentation of violence especially through the cartoons makes the young take it lightly. Again it may also turn some youths to be aggressive and violent after watching violent programmes on television. But it cannot be said that media violence is the only cause of violence among the youths. (Kem, 2007)

The arrival of foreign satellite television was a blow to the traditional Indian society. When one talk about Indian tradition some of the traditional Indian values may be depicted as follows- respect for elders, preservation of marriage irrespective of the quality of marriage, devotion to husband and his family, worshipping the male offspring, self sacrifice on the part of women, dress modest in public, denouncing the extramarital and premarital sex etc. (Traber, 2003) Indian viewers who were not even familiar with cinematic kisses, now they are experiencing, kissing, lovemaking and nudity publicly. (http://aliciapatterson.org/stories/beyond-stereotypes-globalizations-winners-and-losers) It is a shock to be absorbed within a
very short span of time. Television has made sex public and this led to a flux in the values of tradition bound Indian society.

Due to the exposure to television this new generation is resistant to authority. (Rampal, 2003) The use of television has brought about changes in the field of relations of authority. The relations of authority and power between adults and the youths are changing in many ways in the informatising society. (http://www.leeds.ac.uk/educol/documents/153566.htm) The younger generation has gained power as consumer of media. For the first time in history, children are more knowledgeable and literate than their parents and teachers about an innovation central to society, thanks to the exposure to television. (Macedo and Steinberg, 2007)

Gerbner in his cultivation theory defines those who watch television for more than 4 hours as heavy television viewers and those who spend less than two hours as light television viewers. So going with that definition I have presented data on the basis of how much time the students spend in front of the television. Two options were given like more than 4 hours and less than 2 hours so that I can categorize the data into heavy television viewers and light television viewers according to Gerbner. In the first table I present data on how much time the respondents spend before television. It is seen that 66.7% respondents spend more than 4 hours in front of the television. Rest 33.3% respondents spend less than 2 hours. On the basis of this I categorize them into heavy television viewers and light television viewers.
Table 1.1. Classification of respondents on the basis of time devoted as television viewers

<table>
<thead>
<tr>
<th>Types of respondents</th>
<th>Number</th>
<th>In percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heavy television viewers</td>
<td>200</td>
<td>66.7%</td>
</tr>
<tr>
<td>Light television viewers</td>
<td>100</td>
<td>33.3%</td>
</tr>
<tr>
<td>Total respondents</td>
<td>300</td>
<td>100%</td>
</tr>
</tbody>
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1.3. OBJECTIVES

1. To analyze the growth and development of television.

2. To examine television as an agent of social change among the youths.

3. To analyse the impact of social and educational programmes on youths.

4. To examine the impact of advertisements and entertainment programmes on youths.

5. To explore the advantages and disadvantages of watching television.

6. To suggest measures for removing ailments.

1.4. HYPOTHESES

1. The youths’ attitude and habits are changing due to the exposure to television.
2. The heavy television viewers are much more influenced by television than the light television viewers.

1.5. METHODOLOGY

The universe of the study is comprised of three popular colleges in Guwahati viz. Cotton College, K. C. Das Commerce College and B. Barooah College. Popularity of these colleges are ascertained on the basis of which these are sorted for admission. The respondents are comprised of the students from degree third year. As my study is based on the impact of television on youths and the changes brought about by this medium of communication, therefore I have chosen degree third year students as my respondents. Because the students of this category showed maturity in understanding the issues incorporated in the questionnaire during my pilot study. They were also interested in responding to the questionnaire with seriousness. I have selected 100 students from each college in order to give it an equal strength irrespective of the total strength of the students. In this way, the total sample of my study becomes 300, 100 students drawn from each college. Moreover, it would make the computation of data easier. This selection was based on random method.

In this study, two types of data have been used. One is primary data while the other is secondary data. Secondary data include the books, magazines, articles, newspapers, journals, and various sites on the internet. The primary data have been drawn from the students of the three colleges viz. Cotton College, K. C. Das Commerce College and B. Barooah College. For this purpose, a questionnaire has
been prepared. This questionnaire consists of mostly the structured or the closed questions. But, it also consists of unstructured or open ended questions so that the respondents can reciprocate towards a particular question with a broader view especially when the question is related to some sort of opinion.

The collected data have been hand processed for percentage distribution. Tables have been prepared in order to find out the relation between the variables. In my questionnaire, most of the questions are structured questions with possible answers. Therefore it has become easier to categorize the answers. On the basis of time spent in front of the television, the respondents are divided into two categories namely heavy television viewers and light television viewers. The comparison and analysis have been done on the basis of percentage.

In the thesis I have mentioned about serials and programmes of television. Unfortunately I was not able to watch some of the serials among them like *Humlog*, *Buniyad* etc. So the stories of these serials have been adopted from different sources like books and website links. Again, though I watched some serials like *Nukkad, Malgudi Days, Astitva* etc., as viewer I found it difficult to clear my confusion on some areas of the serials. Therefore I again studied these stories from internet. For example the story of *Astitva* though appealed to me, yet I had to make extra effort to understand the deeper meaning related to this story. The narration of the stories from the serials like *JassiJaisi Koi Nahi, BalikaVadhu, NaaAanaIssDeshLado, Bidai, YehPyar Na HogaKam, Rishton Se BadiPratha, PunarBibah, Parvarish, EkHazaro Me MeriBehnaHai, KyaHuaTera Wada,*
Phir Subah Hogi etc are my own. I have done this as viewer of these serials though similar contents can be found in various website links.

In my pilot study I have asked the respondents about their favourite channels and they have mentioned the following channels - Colors, Zee, Star Plus, MTV, National Geographic, Discovery, Sony, Sab TV, Life Ok, AajTak, Animal Planet, CNN IBN, History, NDTV 24x7, NDTV India, Star News, Times Now, Zee News. On the basis of this, I have divided the channels as entertainment channels and educational and informative channels. The entertainment channels include Colors, Zee, Star Plus, MTV, Sony, Sab TV, Life Ok. The educational channels include National Geographic, Discovery, Animal Planet, CNN IBN, History, NDTV 24x7, NDTV India, Star News, Times Now, Zee News, Discovery Travel and Living. In my pilot study it was found that the respondents like to watch entertainment programmes as well as informative programmes. I have further divided the entertainment programmes into serials and reality shows. While serials belong to the category of structured entertainment programme, the reality shows belong to the category of unstructured entertainment programme. The most important revelation of my pilot study was that the youths do not like to watch local channels.

1.6. LIMITATION OF THE STUDY

During the time of research as well as during data collection I have faced several problems. Firstly, serial like JassiJaisi Koi Nahin that I have mentioned here is not
on air now. Therefore, the respondents found it a bit difficult to answer the question related to this serial. Again, some of the serials are still on air and the story is still going. So it has been very difficult to explain the whole story as it is not very easy to assume the future direction of storyline. It is not possible to cover all the aspects of the television programmes. Again, it is also not possible to categorise the impacts of all the programmes in a watertight division. Again, the students are not approachable all the time. Firstly, they feared to answer frankly, as they were afraid of their images. It took some time to convince them that their names and addresses will be kept as secret and this is purely for academic purpose.

1.7. REVIEW OF LITERATURE

Melisa Butcher in her book *Transnational Television, Cultural Identity and Change* discusses comprehensively the relation between television and cultural identity and change. When satellite television began broadcasting into India in 1992, it was at the vanguard of an influx of transnational television networks trying to top into one of the world’s largest consumer markets. STAR’s Western programming, bold marketing and its ownership by one of the world’s largest media conglomerates, Rupert Murdoch’s News Corporation, saw the name inextricably linked with the debate surrounding cultural change in India, in the 1990s. This book is not just a history of development of television in India, nor solely an exploration of its impact. It measures cultural change by looking at changing perceptions of Indianness, or the understanding of what it means to call oneself an Indian and the role of
transnational television in the process of defining, creating and maintaining that identity.

Uma Joshi has designed her book *Textbook of Mass Communication and Media* to introduce readers to the developments in each of the mass media. It also aims to develop understanding about the characteristics of each of the mass media and their impact and contribution to development. The book includes Chapters on Mass Communication Process and Mass Media such as Print, Radio, Television, Cinema, Folk Media and Advertisements, Mass Media and Women, Career Opportunities in Mass Media etc. Each chapter has suggested work experiences in order to actively include students in teaching-learning process. The graphic presentations of mass media scene in India are given to supplement the information on the mass media. This book also provides latest information regarding the universities and institutes imparting training and education in mass communication along with the list of educational Media Research Centers and Organizations promoting folk media.

The edited version of *Children and Their Changing Media Environment; A European Comparative Study* by Sonia M. Livingstone and Moira Bovill discuss how integrating broadcasting, video, computing, games and most recently the internet, the domestic television screen is being transformed into the site of a multimedia culture. As little is known about the meaning and uses of new media, empirical research is critical to understand the balance between the opportunities and dangers that may arise. Focusing on the meaning, uses and impacts of new media in childhood, family life, peer culture and the relation between home and school, this volume sets out to address many of the questions, fears and hopes
regarding the changing place of media in the lives of today’s children and young people. The scholars contributing to this work argue that such questions intellectual, empirical and policy related can be productively addressed through cross-national research. Hence, this volume brings together researchers from 12 countries to present original and comprehensive findings regarding the diffusion and significance of new media and information technologies among children. This book deals with how these technologies are rapidly becoming central to the daily lives of young people. As a resource for researchers and students in media and communication studies, social psychology and related areas, this volume provides crucial insights into the role of media in the lives of children.

The book by Juliet B. Schor titled *Born to Buy; The Commercialized Child and the New Consumer Culture* deals with the new generation of children as consumer of goods. Advertisements aimed at kids are virtually everywhere— in classrooms and in textbooks, on the internet, even at slumber parties and the playground. Product placement and other innovations have introduced more subtle advertising to movies and television. Companies are enlisting children as guerrilla marketers. Even trusted social institutions such as the Girl Scouts are teaming up with marketers. Drawing on her own survey research and unprecedented access to the advertising industry, New York Times best-selling author and leading cultural and economic authority J. Schor examines how a marketing effort of vast size, scope and effectiveness has created “commercialized children”. Schor looks at the broad implication of this strategy. Sophisticated advertising strategies convince kids that products are necessary to their social survival. Advertisements affect not just what
they want to buy, but who they think they are and how they feel about themselves. Based on long-term analysis, Schor reverses the conventional notion of causality; it’s not just that problem kids become overly involved in the values of consumerism; it’s that kids who are overly involved in the values of consumerism become problem kids. In this revelatory and crucial book, Schor also provides guidelines for parents and teachers. What is at stake is the emotional and social well-being of the children. This book is a major contribution to understanding of a contemporary trend and its effects on the culture.

John V. Vilanilam in his book *Mass Communication in India; A Sociological Perspective*, discussed about the mass communication in India. Tracing the progress of communication technology from primitive to contemporary times from a historical and sociological perspective, the author of this volume warns against equating mass communication with communication. While recognizing that electronic and digital communication is a fact of 21st Century life, he reminds us that more than half of the world’s population still does not benefit from these advances in technology. The overall message is that communication that is aimed at transforming society should not serve vested interests and instead must become a tool for ordinary people who can use modern systems to transform society.

Advertising and the media. In the first chapter of the book it has been written that the word mass media has been invented during 1920s with the advent of nationwide radio networks, mass circulation newspapers and magazines. This chapter also deals with the history and various types of mass media available. The author has explained the types like film, internet, book, magazine, newspaper, software publishing, video and computer games, etc. In the second chapter of this book, the author has explained the ownership of media in different countries like Australia, Canada, Europe, United States etc. This chapter also deals with the history of media studies in different countries which include Germany and UK. The next chapter tries to focus on the role played by media in the era of social change with some examples from his own life. The fourth chapter which is the nature and functions of mass communication explains the concept of mass communication along with the nature and various important functions of mass communication. The author explains that mass communication is a special kind of social communication involving distinctive operating conditions. And among these conditions the primary conditions are the nature of the audience, the nature of the communication experience and the nature of the communicator. The next chapter explains the social effects of mass communication. The author has elaborately explained the effects of pornography and violence on society. Again, the author has also drawn a relation between mass communication and socialization. In this chapter the author has also cited some examples for the further understanding of the concept. The next chapter which deals with the role and growth of mass media focuses on the development of media under different circumstances. The next
chapter explains the relation between media and racism. In the next chapter, the
author analyses the view of Lenin and Trotsky over media. In the last three
chapters, the ownership of media along with its relationship with advertising and
politics has been discussed.

Verghese Nellissery P in his doctoral thesis *The Impact of Television on Children:*
*Socialization in Family as a Mediating Factor* presents an overview of media effect.
This thesis contains chapters like introduction, research design, media effect studies
in the west and in India an overview, theoretical perspectives on media effect,
analysis and interpretation and finally conclusions and suggestions. The first chapter
deals with the arrival of television as a medium of transforming information. This
chapter explains the evolution of television in West and the expansion of television
network in India. When television was first introduced in India it was heartily
welcomed by all people irrespective of caste, class or religion. This chapter has also
critically discussed the impact of television on the different age group of people.
Moreover this chapter also studies the impact of television over culture in India.
This chapter also contains the objectives, hypothesis, and the universe of the study.
The next chapter focuses on the research design adopted by the researcher while
conducting his study. The researcher has adopted the survey method where he has
taken two groups of students where the younger group consists of 11 and 12 years
students and the older group consists of 13 and 14 years of students. The next
chapter deals with the media effect studies in both West and India. This chapter has
at length explained the studies conducted by different scholars on media effect both
in West and India. The next chapter deals with various theories related to mass
communication and children learning. Chapter 5 deals with the analysis and the interpretation of the data collected through survey method. It includes topics like programme preference of children, television and social orientation of the children, relation between television and consumerism, television and moral sensibility of the children etc. The last one is the conclusion chapter.

Amal Dutta in his research work *Effects of Television and the Viewers* mainly analyses the effects of television on the viewers. The first chapter of this book mainly deals with the methodology and the objectives of his study. In the second chapter, he has explained the growth of television in India. In the next chapter he has analyzed the viewing patterns of the respondents. In the fourth chapter he has analyzed the effects of television on viewers. In the concluding chapter he has enlisted the findings.

Casey and the group in their joint venture *Key Concepts In Television Studies* have mainly discussed the key concepts related to television. They have defined advertising as the most ubiquitous cultural industry and according to them the sole purpose of advertising is to persuade people to buy goods and services in a market economy. They have again analyzed the term media effects by which they mean a term given to a school of media audience research that looks at direct relationship between media and attitude and behaviour of audiences. They have also discussed the term music video which is a recent development of cultural form. They have mentioned that the first music video was produced in early 1980s and by the term music video they imply a hybrid cultural form with a combination of music, visuals and styles. Again the term reality television denotes shows which take their subject
matters from real lives, real life situations and events and the first person accounts of ordinary people.

Om Gupta in his book *Advertising in India: Trends and Impact* has started with the history of advertising and then proceeds to the process of advertising. Then he describes the evolution of advertising in India. He has also discussed advertising media like newspapers, magazines, mails, radio, television, outdoor signs, etc at length. Again according to him, sex in advertising is the most common thing in contemporary media. He has also cited some examples in this context like axe deodorant. He has extended studies on clothing, beauty products, bath accessories. The author of this book has also discussed advertising and women as well as impact of these advertisements on rural India.

Preeti Kumari in her study *Television and Development of Women* deals with impact of television viewing on women at length. This is a research work by the author. In this book the first chapter deals with introduction part. In this chapter she has defined the term communication as human interaction. She describes television as the wonder child of media and it has changed the concept of power with the slogan ‘information is power’. Television has touched each and every field and she has specifically mentioned fields like education, health, and environment, socio-economic, political, national and international issues. Experiment of SITE is an example in this regard. She has taken Patna town as her coverage area and in the second chapter of the book has given the history, physical situation as well as the communication system of the city. In the next chapter she has described her methodology at length. The fourth chapter deals with the literature review. The next
two chapters deal with the profile of the respondents and the impact of television on women.

K. B. Datta in his book *Mass Media in India* mainly discussed the growth and development of various types of mass media especially newspaper and television. He defines mass media as the means of communication which reach a large number of people in a short time. Television, newspaper, books and radio are some of the examples of conventional mass media. In this book he described some of the traditional mass media in India like traditional dances, traditional dramas, folk media, fine art, music and finally radio and television. He also describes the evolution of print media at length. He also analyses the role of newspaper in various context like society, politics etc. Again he has also mentioned that during the post independence era, the need for refashioning of press and the need for a national newspaper which can represent the nation as a whole has arisen. In the post independence era, the local newspapers suffered badly due to their lack of national character. One more important feature of mass media which is a post independence development is the freedom of the press. In his next chapter he has mentioned about the coming of cable television in India and television as an important agent of mass communication. Television combines both visual presentation and sound and therefore becomes very relevant in contemporary society. Television was introduced in India on 15th September 1959 and gradually became successful in capturing the minds of its viewers. He discusses the television policies in India at length and also the usefulness of television in fighting war against poverty by making the masses aware of the various government sponsored poverty alleviation
schemes. It can also work as an agent of imparting mass education, making people aware of family planning etc. Television has also been successful in bringing about some changes in society. In a diverse society like India television has provided a linguistic hegemony with two predominant languages i.e. Hindi and English. Again as an impact of television the village society today mirrors cosmopolitan models of life. Changing gender relations can also be attributed as an outcome of television watching. Men have also started doing household works so that both husband and wife can get more leisure time to watch television together. In the economic sphere television contributes to the spirit of consumerism and it also broadens the entrepreneurial base. In the social sphere it has helped in restructuring the human relations and it also reinforces the trends in delayed marriages and desire for fewer children. Moreover the changing status from heredity to achievement can also be regarded as a change in social sphere. In the political sphere television influences a change in the political landscape of the village and access to television information by the common masses threatens the position of traditional leaders.

Arbind K. Sinha in his doctoral thesis *Mass Media and Rural Development* describes the life of the villagers from Ismailpur village situated in Bihar. The contents of his thesis is divided in twelve chapters viz. introduction, methodological strategy, Ismailpur: the village, health and education, cultural communication, developmental communication, television communication, television and education, developmental instructions, television for integration and upliftment, after SITE, and last chapter is the summary, conclusion and implication. He beautifully depicts the effect of mass media especially television on various aspects of village life.
including the decision making process of the village people. He has mentioned about two factors of development in his thesis. One is agent of communication and the other is mass media. He further stated in his thesis that development is possible only if there is a cordial relation between these two factors. He especially studies the changes brought about by SITE i.e. the aftereffect of SITE.

M. R. Dua in his book *Media and Development* describes the role played by media in the process of development. He opines that media not only introduces development but it also accelerates development. Though the power of media as an agent of development has been realized lately compared to the Western countries, yet India has successfully utilized its potential in bringing about developmental changes in the society. He stresses on the use of television and print media in introducing developmental changes in agriculture and social aspects of life.

Ved Prakash Gandhi in his maiden venture *Media and Communications Today* opines that media is the integral part of growth and development of a society in contemporary time. Media and communications have reached a point where it cannot be neglected anymore. In fact, it can be considered as one of the most important factors influencing development in the society. This compiled work describes the various aspects of media including the development of science and technology in international field. He also analyses the dangerous effects of screen violence.

V. S. Gupta in his book *Third Revolution in Indian Perspectives* opines that communication technology brings about fundamental changes in every sphere of
human activity which includes life style, entertainment, work culture, modes of communication etc. He further explains that the emergence of new forms of energy, transportation and communication, computer and communication technology, information technology etc. can be regarded as the third revolution or simply the third wave. The liberal policies of Rajiv Gandhi paved the way for the introduction of telecommunication and computer revolution in India. This revolution has brought about many changes which mainly includes the behavioural abnormalities and promotion of consumerism. He regards television as the best source of communication for creating awareness and interest among the audience regarding a new idea or a message. He again opines that rural press works as a link between policy makers, developmental bureaucracy and farmers and it also works as a means for promotion of social awareness and national development. The mass media like television and radio can also be used as weapon against illiteracy and ignorance. But most of the time it is seen that rural development reporting is not considered glamorous until and unless it is some kind of natural disaster like earthquake, famine, flood etc. He, in his book, further mentions that media plays an important role in forging national unity. Among the nine objectives laid down for Doordarshan, the first two are to act as a catalyst for social change and to promote national integration. In short, the catalytic and stimulating role of media in creating awareness, in reporting the activities of action groups, grass root movements and voluntary agencies in informing the audiences of the trends and perspectives at the global level have been widely recognized.
Shoma Munshi in her book *Prime Time Soap Operas on Indian Television* differentiates among three terms – soap, serial and series. A serial is spread over many episodes and tells a complete story. For example, *Ramayan, Mahabharat, Humlog, Buniyad* etc. The stories in series are complete in one episode while the soap stories do not encourage a final resolution and also a lack of narrative closure is key to soaps. Shoma Munshi has picked up some of the popular serials in Indian television and analysed the contents of these serials. *Kyu Ki SaasBhiKabhiBahuThi, KahaniGharGhar Ki, KasautiZindagi Ki, SaatPhere and Bidai* are amongst them. She mainly analyses the women protagonist in these serials who are shown not only as strong but also imbibing superhuman qualities.

N. Bhaskara Rao and G. N. S. Raghavan in their joint venture *Social Effects of Mass Media in India* examine the growth and development of mass media during the tenure of each prime minister. The first introducing change after the independence was the freedom of press which has been abrogated during the emergency declared by Indira Gandhi. They have also mentioned in their work that introduction of advertisements have deteriorated the quality of programmes in radio and television. Again the projection of sex and violence on television has also an adverse effect on the minds of tradition bound Indian people. The role of press acquired a new dimension with the advent of daily newspapers in the 19th century. In the post independence era though there was freedom of press, yet the press was uncritical about the government and government policies. It may be due to the charming personalities of Nehru. On the negative aspect, in the post independence era, the
press had been creeping commercialization which has eroded the concern for public interest conceived in broadest sense. Film has undergone various changes from its introduction in India till date. Again the radio also suffers as there is no reorientation after independence. They have mentioned television as the siren of the media. They have also discussed at length the journey of television from Pij to the introduction of MTV. Television’s entry into homes has made the people over exposed to the world of fashion and glamour. They have also discussed the various impacts brought about by television.

Mira K. Desai and Binod C. Agarwal in their joint venture *Television and Cultural Crisis: an Analysis of Transnational Television in India* projected the different levels of influences of television on urban viewers. Here the author has referred to transnational television as the television viewing of English language programmes of foreign origin. They have conducted their study on two urban groups of Marathi and Gujarati speaking people residing in Mumbai. Their study examines the influences of television viewing and other media upon these two groups of people including the similarities and the differences between the two groups. Though it has been assumed that television viewing weakens the family relations, the study proves that television viewing reinforces the family values without bringing major changes in it. Again, the results of the study depicts that people from both the communities showed high preferences for local language channels compared to English language foreign channels. In short, the study taken by the authors have revealed that media alone cannot be responsible for bringing cultural changes in the society.
Suresh Chandra Sharma in his study *Media Communication and Development* analyses the role of media in the process of development. This study was conducted in the rural Rajasthan. In this study the author has divided the media into six different divisions and also studies the role played by the different categories of media in bringing about social change. For this purpose he has divided the media into the following categories- mass media of communication, institutional media of communication which includes government officials, leaders, village panchayat, school etc, traditional media of communication which includes members of the family, kinsete, urban contacts and finally posters and exhibition. This study also examines the role of media before and after independence. Before independence press was mainly related to freedom struggle and there were two categories of press viz. nationalist press supported by the nationalist and the Anglo Indian press supported by the government. After independence the mass media started taking an active role in combating various problems like communal riots, migration, refugee problem etc. It played active role in handling the riot problem stressing the need of communal harmony and secular approach. The author has also stated that mass media not only informs and educates but also acts as the inspector of public affairs and the custodian of the people’s rights.

Nandini Prasad in her study *A Vision Unveiled: Women on Television* discusses the women and mass media in India. She regards television as the most persuasive medium as it combines both visual presentation and sound. She further states that television provides the majority of the population with their dominant leisure activity and it also constitutes a main source of information about and explanation
of social and political processes. One of the matters of concern that is the portrayal of women by the mass media was first analyzed by the Committee on the Status of Women in 1975. The author in her study takes the different categories of programmes like news, commercial advertisements, serials, films and film based programmes and afternoon transmission and analyses the projection of women and women related issues in these categories of programmes. Her study reveals that advertising continues to perpetuate the stereotyped images of women and men and most advertisers are unaware of the gradual changes in the society about the acceptance of housework and parenting by men. She also focuses that in the serials women are projected in a limited way mostly as a victim of circumstances. Again if the women is shown assertive she has been projected in a shrewish and vampish nature often cladded in western attires. She concludes with the notion that these programmes mainly reinforce the stereotype roles of women though there are few exceptions where women are projected as carrying more potentialities than their domestic commitments.

Aruna Zachariah in her edited volume *Communication Media and Electronic Revolution* mainly emphasizes on depicting the role of media in developmental efforts. It has been mentioned in the book that India has the capability to launch satellites in low earth orbit. In a developing and divergent country like India, media is required to act as a unifying and not a divisive force. Moreover, electronic media acquires a special role of nation building in a multi religious, multi lingual, multi ethnic and multi structured society like India. In a short span of time, television has
established itself as the most powerful and the most popular medium of communication for information, ideas, values and skills.

1.8. SIGNIFICANCE OF THE STUDY

This century is the century of science and technology. Mass communication which is a gift of science and technology has captured the world to a large extent. Television has made the world a global village. (http://www.razonypalabra.org.mx/anteriores/n31/krampal.html) Now one can watch an event in America by sitting at home. Again people have adopted some global culture which is available through television. Chowmeinis no more confined to China or MughlaiParatha or Biriyanis no more confined to India. Yoga can be learnt in USA and hip hop dance can be learnt in India. Television has become an important tool of social change. In Indian society which is tradition bound society, television can make and has already made lots of changes. Though India always used to be a multicultural society yet these cultures were not known to each other. An Assamese eating dosasitting at home was not a familiar scene few years back. But television has popularized some kinds of food and also provides recipe to prepare that food.

Television which is one of the greatest gifts of science to mankind has become a powerful tool to change the society. It also has a great entertainment value. Television is the only medium which is a combination of sound and image and that is why the effectiveness of television is much more powerful than the other mediums of communication. It has been successful in bridging the distances and
differences among the people and the places. In India which is basically an agricultural country the farmers can take help of television to update themselves about various inventions and techniques related to agriculture. Again, television provides information and entertainment at a lower cost.

Television has quite an influencing role to play as it can create a feeling in the minds of the people. No other medium can do this. One can read the story in newspaper or hear it in the radio. But actually watching the story on television and realizing the feelings of people involved in it is totally a different thing.

Television has now captured almost every aspect of human life through various functions like entertaining the people, imparting knowledge and information through various shows, programmes and news, making people aware of their rights and duties, making the illiterate people aware of all the policies and programmes etc. It has also been successful in altering and to a great extent changing the lifestyle and daily routine of the viewers.

Television started as an experiment to spread agricultural and educational messages among the people and it developed as an agent of social change. Television both reflects and creates the social environment that we live in. (Traber, 2003)

As it is known that the voting right has been given to the citizens attaining the age of 18. The future of India’s politics lies in the hands of the youths as the majority of the voters belong to this group. Therefore it becomes very necessary to study the changing values of youths who can shape the future of Indian politics.
REFERENCES


