CHAPTER VII

CONCLUSION

7.1 SUMMARY

Television has quite an influencing role as it can create the feeling among the people. No other medium can do this. One can read the story in the newspaper or hear it in the radio. But actually watching the story on television and realizing the feelings of people involved is totally a different thing. When television invaded India, it was an alien culture. Gradually the Government of India started using television for educating the masses through its projects like SITE. After the 80’s television becomes a household name and its functions become multidimensional. It includes functions right from educating people through its various programmes, to sending information, making people updated and aware of the happenings of the world and most importantly entertaining people to a level unknown. Now a days television can be considered to be a strong agent of socialising the people. It also works as an instrument of social change.

For this study I have selected three popular colleges in Guwahati viz. Cotton College, K. C. Das Commerce College and B. Barooah College. I have taken 300 respondents in total taking 100 respondents from each college irrespective of the student strength to give it an equal representation. I have taken students belonging to degree third year classes as I believe that this age group of students is responsible
and matured enough to understand the complexity of the problem and will reciprocate well.

The introduction chapter deals with the statement of the problem and the objectives and the hypotheses of the study. Television is proving to be the biggest medium of social change. Television has introduced various western concepts in traditional Indian society. It is visible in any form right from food habit to dress habit to thinking capabilities and values. A saree cladded Indian woman is a rarity now. The transformation of attire from saree to jeans and skirts is much more visible now a days. Again, homemade food is rarely relished by the younger generation who loves to vent for new restaurants offering variety of dishes from Chinese to Continental. Again, the young generation has different values and morals from their older lot. These values are mostly influenced by western thought which is an impact of television watching. For example, divorce which used to be a taboo among the tradition bound Indian people, now has become a simple process of withdrawing from a contract called marriage, if there is lack of co- ordination between the two people. The main objective of this study is to find out the impact of television on youths and how strong these impacts are to bring or influence social change in the society. On the basis of Gerbner’s theory I have categorized them into heavy television viewers and light television viewers. Again, it has also been seen that majority of the respondents watch television for entertainment.

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. Its popularity has
shown its limit when *Ramayana* was aired for the first time in television in 1984. People glued to the television during that time, streets wear a deserted look while the showing of *Ramayana*. The characters that played Ram and Sita were literally worshipped. This was the craze of television. Gradually when the Indian television introduced cable television, all the western programmes found a place in the heart of Indian people. Star TV and Zee TV made its presence so powerful and Indian television viewers had been given too many options to choose. Though television programmes in North East India was not that advanced but with the coming of cable television, it had got the accessibility to all the channels and programmes.

The third chapter deals with the serials and their impact on youths. In this chapter some of the chosen serials have been narrated and collected data have been analysed to find out if it matches the analysis or not. *Balika Vadhu* was one such serial which is an exception in the otherwise regular *Saas Bahu* serials. It arouse sensitive topics like child marriage, widow remarriage, position of women in a family etc. After the end of each episode a statement is made which is very insightful. Then comes another serial, *Naa Aana Iss Desh Mere Lado* which mainly dealt with female foeticide and infanticide. Moreover this serial also dealt with the reality how female children had been neglected and dominated by the people. Most surprisingly, it is not always that male dominates female, sometimes it is also female dominates female out of jealousy. And this serial also gave an insight to a strong concept like power which is devoid of gender. Then again the serial *Yeh Pyar Na Hoga Kam* dealt with caste issue which is a vital issue in India. This serial showed difficulties arising in inter caste marriages. Then another serial *Rishton Se Badi Pratha* dealt
with honour killing where the eloped couple is murdered to preserve the so called honour of the family. The serial *Astitva Ek Prem Kahani* showed the inner ability and the strength of women. Similarly another serial *Jassi Jaisi Koi Nhi* presented the story of a not so good looking girl and her dedication to work which ultimately leads her to success. This serial definitely helps in boosting the morals of Indian women. The findings of this chapter reveal that while majority of the youths believe that some serials do provide social messages and it can be helpful in gaining knowledge about the problems in Indian society. Again, it has also been seen that majority of 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. Again, another finding in this chapter shows that the respondents believe that serial like *Jassi Jaisi Koi Nahi* helps in boosting the morals of women. Again in answer to the question whether television has popularized the concept of love marriage among the youths or not majority of the respondents do not agree with this. But it should be mentioned here that the view differs between the heavy television viewers and the light television viewers. While the light television viewers do not find any link between television watching and love marriage the heavy television viewers believe that television projects love in such a beautiful manner that it definitely influence the youth. Again the data on the question whether television has replaced real life conversation, reveal that majority of the respondents do not agree with this.

The next chapter deals with educational channels in Indian television and the knowledge and information gathered from these channels. The news channels and
channels like History Channel, Discovery Channel, National Geographic etc. help people in acquiring knowledge and information from television. 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 analysed 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 reality shows and their impact on youths. Television is the best medium of entertainment. Channels like music channels MTV, FTV are the great sources of entertainment. These channels influence the dress habit to mannerism to style of the viewers. The data in this chapter reveal that the majority of the respondents do not like it when guests come over their place during their favourite television programme and they also do not like to visit relatives during their favourite show. The data also reveal the fact that the majority among those who said that they would go to the relatives only because there is always a repeat telecast of the show and in that way they can always watch their favourite show. Again the heavy television viewers think that television has popularised the concept thin is beautiful while the light television viewers do not agree with it. While analyzing the data I have also noticed that majority of the respondents opine that television has promoted eating disorder among the youths. Again, when interviewed most of the respondents answered that they like to follow their favourite character on television and they also like to imitate some of their habits. The data reveal that majority of the respondents like to imitate dress, hair, mannerism as well as
language and both the male and female members showed their preference for dress and hair. Again, the study also reveals that majority of the total respondents draw a link between television violence and violence among the youths and at the same time they also believe that too much presentation of violence on television has made the people desensitized towards violence. And it has been proved when I asked them their stand when they see real life violence on road. And surprisingly majority of the respondents answered that they would ignore it. Moreover, when I asked them their opinion on presentation of women on television, majority of the respondents opine that women are not properly presented on television and they are casted in stereotype roles. The study also reveals that majority of the respondents do not depend on others while making a choice whether its dress or career. But it needs mention here that regarding the selection of dress the light television viewers depend on their parents. And lastly, majority of the respondents find public display of affection normal and do not think it to be against morality.

The sixth chapter deals with advertisements and their impact on youths. In this chapter I have analysed 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. My study reveals that most of the respondents like to buy products shown on television advertisements and their choices vary from gadgets to clothes to cosmetics. While the male respondents from both the category i.e. heavy television viewers and light television viewers showed their preference for gadgets, the female respondents showed interest in cosmetics. Again the
majority of the respondents also believe that the advertised products like chips, candy etc lead to obesity among the youths. On a positive note, majority of the respondents agree that television can be a powerful tool in imparting sexual knowledge among the youths though majority respondents also believe that advertisement of contraceptives have made sex more casual among the youths. Again, they also believe that advertisements of fairness products reinforces the concept fair is beautiful. When the respondents were asked to choose between soft drink and coconut water, majority voted for soft drink which is again a surprise. Moreover, majority of the respondents believe that advertisements lead to purchase of unnecessary things. Again, the same respondents agree that it can impart health related information. Lastly when I asked their stand on pre marital sex, majority said it is not immoral.

So from the study it is found that television has become a medium to bring social change, through the process of socialization. The habits and attitudes of the youths are also changing as an influence of television. The impact is visible in dress habit, food habit, behavior etc. Again the study also reveals that the projection of woman in advertisements is not good and exploitative. Moreover, there is a great impact of television violence on youths leading to the desensitization towards violence.

I have also found that there are positive as well as negative influences of television. First of all television imparts knowledge. It is a primary source of knowledge in contemporary world. Again, from the above analysis it is seen that in today’s society, television plays a major role as a socialization agent. The youths of this generation depends mainly on television to gather knowledge and norms of the
society. What is shown on television becomes the rule of the society. Whether one talks about popular rising trend of love marriages or independent thinking capabilities of today’s youth. This generation is above caste and religion. They have truly become the global citizen. They can think and imagine beyond their narrow perspectives. Again, television provides various opportunities for the youths in terms of acting, directing, producing etc. Television has also made the young generation aware of some of the situations in the society and gives them reasons to fight against the oppression and exploitation in the society. Serials like *Balika Vadhu, Riston Se Badi Pratha, Yeh Pyar Na Hoga Kam* mainly deal with some social issues which needs the attention of the youths.

At the same time, television has its negative impacts as well. It has a greater impact on the health of the youths. From the data it is seen that either youths tend to be obsessed with overeating of junk foods or they tend to be extremely thin while emulating thin models. Both these have serious impact on the body. It may lead to many health problems in the society. Again, the tradition bound Indian society is dissolving as a result of television watching. Television has imported the western culture to India and the Indian society has followed it with closed eyes. Television projects a fantasy world which does not match with the reality especially in the context of a developing country like India. In India where a large number of population cannot afford the basic needs of food, clothing and shelter, it has shown a world where lavishness follows. The rich section still can afford some of the luxuries shown on television. But the poor section of the society is still craving for basic needs and these luxuries are distant dreams for them. They cannot afford most
of the products shown on television. Though it has been said that television has ended the inequality regarding information access, yet it has given birth to a new kind of inequality in the society. Everyone is equal when the question of access to information comes. The things shown on television can be enjoyed by the rich as well as the poor irrespective of their wealth and their social position. But the things shown on television cannot be afforded by the poor section of people. This has widened the gap to a new extent. The poor know about the availability of the product yet they cannot have it. Most of the times it leads to frustration and social resentment.

Again when I asked them how to regulate the negative impact of television they have put forwarded number of suggestions. These suggestions are listed below under the following heads.

**7.2 SUGGESTIONS RELATING TO PROGRAMME TELECAST**

1. The programmes which harm the society should be closed.

2. There should be control over the telecast of programmes which have negative impact on society.

3. The serials and shows which are logical and natural are to be telecasted.

4. All the programmes must be welfare oriented.

5. Television channels should reduce the presentation of negative characters.

6. The channels should make attempt to communicate the right message to the viewers.
7. The advertisements doing harm to the individuals and society should be removed.

8. Adult programmes should not be shown much. Information should be given in such a way so that no negative impact falls on children.

9. More educational and awareness programmes should be put forward to increase knowledge of the young generation and society.

10. Violent shows promoting aggressive behaviour needs to be stopped. Serials showing Saas Bahu conflicts needs to be done away with and instead harmonious living among family members needs to be popularized.

11. Programmes should be designed in a way that it provides information entertainment and could be watched with all the family members.

12. Programmes should bring a sense of respect and responsibility for the people around.

13. Educative and informative programmes depending upon the need of the society should be shown. Such as Satyameva Jayate which can solve the basic problems and influence the youth to be a better citizen of the country should be shown.

14. Educational channels should be increased in numbers. News channels must not show any news they get without verification and which are of no importance to the people.

15. Government can take strict measures against the use of violent programmes.
16. Positive awareness among the people especially youths, proper and full informative advertisements highlighting both the pros and cons should be shown and less of negative influential programmes should be shown.

17. Programmes should be checked before telecasting.

18. Real and contemporary images should be portrayed instead of showing stereotype images.

### 7.3 SUGGESTIONS FOR TAKING CARE BY THE YOUTHS AS TELEVISION VIEWERS:

1. Everything has positive and negative sides. One should always accept the positive value of each show and accordingly try to lead the life with those values.

2. They should avoid watching negative programmes and should concentrate on value based programmes.

3. The time span of watching television should be decreased and should only watch the channels which provide information about different things. Entertainment channels should be watched only to refresh the mind for a limited time period.

4. They should be well versed in judging a television programme so that they could figure out what is right or wrong.

5. Programmes are basically for entertainment purpose. Let it not rule one’s life.
6. Rationale judging and self evaluation would help one to neglect the negative influence of television.

7.4 PARENTAL CONTROL:

1. Parents must have an eye over the programmes watched by their children.
2. Children should not be allowed to watch violent and adult programmes.
3. Parental guidance is necessary in selecting the programmes.
4. Proper and specific time period should be maintained in watching television and it should be under parent’s supervision.

7.5 SUGGESTIONS PROVIDED BY VARIOUS COMMITTEES AND ACTS:

The Chanda Committee under the Chairmanship of A. K. Chanda, has regarded television as a potential instrument in the field of information, education, entertainment and nation building. (Datta, 2005) The Chanda Committee had recommended that the government can exercise some amount of power in broadcasting certain subjects. Again, the Government of India Ministry of Information and Broadcasting has ordered for the constitution of Monitoring Committee for Private Television Channels at the state and district levels. The authorized officers at the district level may prohibit the transmission of certain programmes which may go against public interest. The District Monitoring Committee is supposed to provide a forum for lodging of public complaints against
the content of a television programme. This Committee is also empowered to take action against such complaints. The Broadcast Regulation Bill (2007) has empowered the central government to cancel the license of a television channel if the contents of the channel are found to hamper the friendly relation with a foreign country and again if the contents of the channel are harmful for public order, communal harmony or security of state. According to the Content Code, all the programmes are divided into three categories viz. universal (U), under parental guidance (U/A) and adult (A). The adult programmes can be aired from 11 pm to 4 am and U/A programmes can be telecasted after 8 pm. Again, the News Broadcasters Association’s Code of Ethics (2008) seeks the journalists to maintain impartiality, objectivity and neutrality in reporting. The journalists are also suggested not to glorify crime, violence, superstitions and occultism. Sexual activity and violence are suggested not to be shown explicitly. Moreover, the Cable Television Networks Bill (1994), put restrictions on airing programmes which contain anything which may be against decency or against a friendly country or which may instigate communal feeling or violence, projects half truths, encourages superstitions, denigrates women and children etc. this Bill also advises the operators to carry programmes which project woman in a strong and positive role. Again the children programmes which contain bad language or violence should not be telecasted. Again, any advertisement which derides any race, caste or community or glorify violence or present woman in derogatory way should not be telecasted.

Though there are policies regarding the presentation of contents of television programmes, but in reality it is seen that these rules are not abide by the
programmers. Derogatory presentation of women, abusive and violent act in children programmes are still continuing. It is highly recommended that a strong step should be taken to regulate these kinds of presentations. There should be strict law against these kinds of television programmes. Again, advertisements may be projected from different perspectives. For example, rather than presenting pressure cooker or microwave or washing machines as a tool for housewives to serve the family, these advertisements should project the products as a help to the modern working women who can finish her work with the help of these appliances and go to work in time. Again, the scrutinisation of advertisements against the derogatory and stereotype projection of women is very important. It is also observed from the study that the young generation watches television for entertainment rather than information. Therefore, the planners of the programmes should design the programmes in such a way that they can provide education and information through entertainment. Again, while presenting the advertisements of contraceptives, the side effects of the use of these products should also be presented.