CHAPTER - V

ANALYSIS, INTERPRETATION AND DISCUSSION OF RESULTS

The present research work was undertaken to find out the relationship of Impact of Women-oriented TV programmes on Self-concept along with its dimensions namely Physical, Social, Intellectual, Temperamental, Educational and Moral Self-concept, Adjustment along with its areas namely Emotional, Social and Educational Adjustment and Attitude towards life along with its dimensions namely Attitude towards Religious life, Family and Marital life, Professional life, Educational life and Moral life. In the present chapter, analysis of data pertaining to scores on Impact of Women-oriented TV programmes, Self-concept along with its dimensions, Adjustment along with its areas and Attitude towards life along with its dimensions have been done in order to arrive at meaningful conclusions and generalizations.

The present study involves measures of Self-concept along with its dimensions namely Physical, Social, Intellectual, Temperamental, Educational and Moral Self-concept, Adjustment along with its areas namely Emotional, Social and Educational Adjustment and Attitude towards life along with its dimensions namely Attitude towards Religious life, Family and Marital life, Professional life, Educational life and Moral life as dependent variables and Impact of Women-oriented TV programmes as an independent variable.

The analysis, interpretation and discussion of results have been reported in three sections.

Section-I Descriptive Statistics:

Section-I deals with descriptive Statistics in the form of Mean, Median, Standard deviation, Skewness and Kurtosis. The objective of this analysis is to study the nature of distribution of scores on the variables taken in the present investigation.
Section-II Correlational Analysis:

Section-II accounts for Correlational analysis of Impact of Women-oriented TV programmes with Self-concept along with its dimensions namely Physical, Social, Intellectual, Temperamental, Educational and Moral Self-concept, Adjustment along with its areas namely Emotional, Social and Educational Adjustment and Attitude towards life along with its dimensions namely Attitude towards Religious life, Family and Marital life, Professional life, Educational life and Moral life of High School girls studying in class IX.

Section-III t-ratios:

Section-III examines the significant difference, if any, between the High and Low groups of High School girls with respect to Impact of viewing women-oriented TV programmes on the variables of Self-concept along with its dimensions namely Physical, Social, Intellectual, Temperamental, Educational and Moral Self-concept, Adjustment along with its areas namely Emotional, Social and Educational Adjustment and Attitude towards life along with its dimensions namely Attitude towards Religious life, Family and Marital life, Professional life, Educational life and Moral life.

SECTION-I

5.1 Descriptive Statistics:

Descriptive statistics viz. mean, median, standard deviation, skewness and kurtosis were worked out in order to ascertain the trend and nature of distribution of scores on the variables of Impact of women-oriented TV programmes, Self-concept along with its dimensions namely Physical, Social, Intellectual, Temperamental, Educational and Moral Self-concept, Adjustment along with its areas namely Emotional, Social and Educational Adjustment and Attitude towards life along with its dimensions namely Attitude towards Religious life, Family and Marital life, Professional life, Educational life and Moral life of High School girls studying in class IX. These values are entered in Table 5.1.
Table 5.1
Showing Mean, Median, SD, Skewness and Kurtosis on the variables of Impact of Women-oriented TV programmes, Self-concept, Adjustment and Attitude towards life with Dimensions.
(N=700)

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Variable</th>
<th>Mean</th>
<th>Median</th>
<th>SD</th>
<th>Sk</th>
<th>Ku</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>IOWOTVP</td>
<td>73.82</td>
<td>74</td>
<td>5.583</td>
<td>-0.167</td>
<td>-0.389</td>
</tr>
<tr>
<td>2</td>
<td>OSC</td>
<td>193.41</td>
<td>193.50</td>
<td>14.662</td>
<td>-0.199</td>
<td>-0.185</td>
</tr>
<tr>
<td>3</td>
<td>PSC</td>
<td>33.53</td>
<td>32.00</td>
<td>5.112</td>
<td>-0.933</td>
<td>0.629</td>
</tr>
<tr>
<td></td>
<td>SSC</td>
<td>32.95</td>
<td>32.00</td>
<td>4.646</td>
<td>0.229</td>
<td>-0.582</td>
</tr>
<tr>
<td></td>
<td>TSC</td>
<td>32.31</td>
<td>32.00</td>
<td>4.067</td>
<td>0.241</td>
<td>-0.204</td>
</tr>
<tr>
<td></td>
<td>ESC</td>
<td>31.72</td>
<td>31.00</td>
<td>4.145</td>
<td>0.242</td>
<td>-0.220</td>
</tr>
<tr>
<td></td>
<td>MSC</td>
<td>31.25</td>
<td>31.00</td>
<td>4.237</td>
<td>0.107</td>
<td>0.205</td>
</tr>
<tr>
<td></td>
<td>ISC</td>
<td>30.80</td>
<td>30.00</td>
<td>4.287</td>
<td>0.184</td>
<td>0.574</td>
</tr>
<tr>
<td>3</td>
<td>OAD</td>
<td>17.40</td>
<td>17.00</td>
<td>6.745</td>
<td>0.381</td>
<td>-0.016</td>
</tr>
<tr>
<td></td>
<td>EMAD</td>
<td>5.84</td>
<td>6.00</td>
<td>2.669</td>
<td>0.253</td>
<td>-0.739</td>
</tr>
<tr>
<td></td>
<td>SOAD</td>
<td>6.04</td>
<td>6.00</td>
<td>2.379</td>
<td>0.072</td>
<td>-0.585</td>
</tr>
<tr>
<td></td>
<td>EDAD</td>
<td>5.54</td>
<td>5.00</td>
<td>2.547</td>
<td>0.557</td>
<td>-0.149</td>
</tr>
<tr>
<td>4</td>
<td>OA</td>
<td>438.83</td>
<td>436.50</td>
<td>57.727</td>
<td>-0.783</td>
<td>0.854</td>
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<tr>
<td></td>
<td>RA</td>
<td>93.89</td>
<td>96.00</td>
<td>11.197</td>
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<td>0.195</td>
</tr>
<tr>
<td></td>
<td>FA</td>
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<td>PA</td>
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<td>75.00</td>
<td>12.212</td>
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<td>-0.726</td>
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<td>EDUA</td>
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<td>-0.889</td>
</tr>
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<td></td>
<td>MA</td>
<td>71.51</td>
<td>73.00</td>
<td>14.089</td>
<td>-0.262</td>
<td>-0.919</td>
</tr>
</tbody>
</table>

5.1.1 Interpretation and discussion based on Table 5.1:

The numerical measures of Mean and Median on the variable of Impact women-oriented TV programmes were 73.82 and 74 respectively, which are in close proximity to one another. The skewness for the same was -0.167, showing the distribution as slightly 'negatively skewed'. The value of Kurtosis was -0.389, which is slightly less than 0.263, showing the distribution as slightly 'leptokurtic'. The values of skewness and kurtosis did not show marked departure from...
normality (for normal distribution skewness=0 and kurtosis=0.263). Therefore the distribution can be treated as approximately normal.

The numerical measures of Mean and Median on the variable of Physical Self-concept were 33.53 and 32 respectively, which are in close proximity to one another. The skewness for the same was -0.933, showing the distribution as slightly 'negatively skewed'. The value of Kurtosis was 0.629, which is slightly more than 0.263, showing the distribution as slightly 'platykurtic'. The values of skewness and kurtosis did not show marked departure from normality (for normal distribution skewness=0 and kurtosis=0.263). Therefore the distribution can be treated as approximately normal.

The numerical measures of Mean and Median on the variable of Social Self-concept were 32.95 and 32 respectively, which are in close proximity to one another. The skewness for the same was 0.229, showing the distribution as slightly 'positively skewed'. The value of Kurtosis was -0.582, which is slightly less than 0.263, showing the distribution as slightly 'leptokurtic'. The values of skewness and kurtosis did not show marked departure from normality (for normal distribution skewness=0 and kurtosis=0.263). Therefore the distribution can be treated as approximately normal.

The numerical measures of Mean and Median on the variable of Temperamental Self-concept were 32.31 and 32 respectively, which are in close proximity to one another. The skewness for the same was 0.241, showing the distribution as slightly 'positively skewed'. The value of Kurtosis was -0.204, which is slightly less than 0.263, showing the distribution as slightly 'leptokurtic'. The values of skewness and kurtosis did not show marked departure from normality (for normal distribution skewness=0 and kurtosis=0.263). Therefore the distribution can be treated as approximately normal.

The numerical measures of Mean and Median on the variable of Educational Self-concept were 31.72 and 31 respectively, which are in close proximity to one another. The skewness for the same was 0.242, showing the
distribution as slightly 'positively skewed'. The value of Kurtosis was -0.220, which is slightly less than 0.263, showing the distribution as slightly 'leptokurtic'. The values of skewness and kurtosis did not show marked departure from normality (for normal distribution skewness=0 and kurtosis=0.263). Therefore the distribution can be treated as approximately normal.

The numerical measures of Mean and Median on the variable of Moral Self-concept were 31.25 and 31 respectively, which are in close proximity to one another. The skewness for the same was 0.107, showing the distribution as slightly 'positively skewed'. The value of Kurtosis was 0.205, which is slightly less than 0.263, showing the distribution as slightly 'leptokurtic'. The values of skewness and kurtosis did not show marked departure from normality (for normal distribution skewness=0 and kurtosis=0.263). Therefore the distribution can be treated as approximately normal.

The numerical measures of Mean and Median on the variable of Intellectual Self-concept were 30.80 and 30 respectively, which are in close proximity to one another. The skewness for the same was 0.184, showing the distribution as slightly 'positively skewed'. The value of Kurtosis was 0.574, which is slightly more than 0.263, showing the distribution as slightly 'platykurtic'. The values of skewness and kurtosis did not show marked departure from normality (for normal distribution skewness=0 and kurtosis=0.263). Therefore the distribution can be treated as approximately normal.

The numerical measures of Mean and Median on the variable of Overall Self-concept were 193.41 and 193.50 respectively, which are in close proximity to one another. The skewness for the same was -0.199, showing the distribution as slightly 'negatively skewed'. The value of Kurtosis was -0.185, which is slightly less than 0.263, showing the distribution as slightly 'leptokurtic'. The values of skewness and kurtosis did not show marked departure from normality (for normal distribution skewness=0 and kurtosis=0.263). Therefore the distribution can be treated as approximately normal.
The numerical measures of Mean and Median on the variable of Emotional Adjustment were 5.84 and 6 respectively, which are in close proximity to one another. The skewness for the same was 0.253, showing the distribution as slightly 'positively skewed'. The value of Kurtosis was -0.739, which is slightly less than 0.263, showing the distribution as slightly 'platykurtic'. The values of skewness and kurtosis did not show marked departure from normality (for normal distribution skewness=0 and kurtosis=0.263). Therefore the distribution can be treated as approximately normal.

The numerical measures of Mean and Median on the variable of Social Adjustment were 6.04 and 6 respectively, which are in close proximity to one another. The skewness for the same was 0.072, showing the distribution as slightly 'positively skewed'. The value of Kurtosis was -0.585, which is slightly less than 0.263, showing the distribution as slightly 'leptokurtic'. The values of skewness and kurtosis did not show marked departure from normality (for normal distribution skewness=0 and kurtosis=0.263). Therefore the distribution can be treated as approximately normal.

The numerical measures of Mean and Median on the variable of Educational Adjustment were 5.54 and 5 respectively, which are in close proximity to one another. The skewness for the same was 0.557, showing the distribution as slightly 'positively skewed'. The value of Kurtosis was -0.149, which is slightly less than 0.263, showing the distribution as slightly 'leptokurtic'. The values of skewness and kurtosis did not show marked departure from normality (for normal distribution skewness=0 and kurtosis=0.263). Therefore the distribution can be treated as approximately normal.

The numerical measures of Mean and Median on the variable of Overall Adjustment were 17.40 and 17 respectively, which are in close proximity to one another. The skewness for the same was 0.381, showing the distribution as slightly 'positively skewed'. The value of Kurtosis was -0.016, which is slightly less than 0.263, showing the distribution as slightly 'leptokurtic'. The values of skewness and kurtosis did not show marked departure from normality (for normal distribution skewness=0 and kurtosis=0.263). Therefore the distribution can be treated as approximately normal.
distribution skewness=0 and kurtosis=0.263. Therefore the distribution can be treated as approximately normal.

The numerical measures of Mean and Median on the variable of Attitude towards Religious life were 93.89 and 96 respectively, which are in close proximity to one another. The skewness for the same was -0.867, showing the distribution as slightly 'negatively skewed'. The value of Kurtosis was 0.195, which is slightly less than 0.263, showing the distribution as slightly 'leptokurtic'. The values of skewness and kurtosis did not show marked departure from normality (for normal distribution skewness=0 and kurtosis=0.263). Therefore the distribution can be treated as approximately normal.

The numerical measures of Mean and Median on the variable of Attitude towards Family and Marital life were 117.97 and 120 respectively, which are in close proximity to one another. The skewness for the same was -0.654, showing the distribution as slightly 'negatively skewed'. The value of Kurtosis was 0.588, which is slightly more than 0.263, showing the distribution as slightly 'platykurtic'. The values of skewness and kurtosis did not show marked departure from normality (for normal distribution skewness=0 and kurtosis=0.263). Therefore the distribution can be treated as approximately normal.

The numerical measures of Mean and Median on the variable of Attitude towards Professional life were 73.07 and 75 respectively, which are in close proximity to one another. The skewness for the same was -0.341, showing the distribution as slightly 'negatively skewed'. The value of Kurtosis was -0.726, which is slightly less than 0.263, showing the distribution as slightly 'leptokurtic'. The values of skewness and kurtosis did not show marked departure from normality (for normal distribution skewness=0 and kurtosis=0.263). Therefore the distribution can be treated as approximately normal.

The numerical measures of Mean and Median on the variable of Attitude towards Educational life were 74.23 and 77 respectively, which are in close proximity to one another. The skewness for the same was -0.114, showing the
distribution as slightly 'negatively skewed'. The value of Kurtosis was -0.889, which is slightly less than 0.263, showing the distribution as slightly 'leptokurtic'. The values of skewness and kurtosis did not show marked departure from normality (for normal distribution skewness=0 and kurtosis=0.263). Therefore the distribution can be treated as approximately normal.

The numerical measures of Mean and Median on the variable of Attitude towards Moral life were 71.51 and 73 respectively, which are in close proximity to one another. The skewness for the same was -0.262, showing the distribution as slightly 'negatively skewed'. The value of Kurtosis was -0.919, which is slightly less than 0.263, showing the distribution as slightly 'leptokurtic'. The values of skewness and kurtosis did not show marked departure from normality (for normal distribution skewness=0 and kurtosis=0.263). Therefore the distribution can be treated as approximately normal.

The numerical measures of Mean and Median on the variable of Overall Attitude towards life were 438.83 and 436.50 respectively, which are in close proximity to one another. The skewness for the same was -0.783, showing the distribution as slightly 'negatively skewed'. The value of Kurtosis was 0.854, which is slightly more than 0.263, showing the distribution as slightly 'platykurtic'. The values of skewness and kurtosis did not show marked departure from normality (for normal distribution skewness=0 and kurtosis=0.263). Therefore the distribution can be treated as approximately normal.

The descriptive analysis of the distribution scores suggest that the distribution of variables closely approximate the normal distribution. These variables may be treated as normally distributed in the population. The nature of various distributions as described above justifies the use of co-efficient of correlation and t-ratios.
SECTION-II

5.2 Correlational Analysis:

Pearson’s product moment correlations were worked out in order to find the relationship of Impact of Women-oriented TV programmes with Self-concept, along with its dimensions namely Physical, Social, Intellectual, Temperamental, Educational and Moral Self-concept, Adjustment along with its areas namely Emotional, Social and Educational Adjustment and Attitude towards life along with its dimensions namely Attitude towards Religious life, Family and Marital life, Professional life, Educational life and Moral life.

The values of inter-correlations among different variables with dimensions under study are given in Tables 5.2.

5.2.1 Interpretation and Discussion on the Basis of Inter-correlations based on Table 5.2:

5.2.1.1 Correlation of Physical Self-concept with Impact of Women-oriented TV programmes:

Table 5.2 reveals that correlation of Physical Self-concept and Impact of Women-oriented TV programmes of High School girls is 0.277. This value is more than the table value of .102 at .01 level of significance. Hence it is significant at .01 level. Thus there exists significant positive relationship between Physical self-concept and Impact of Women-oriented TV programmes of High School girls.

Hence, the hypothesis 1(a) stating that there exists no significant relationship between Physical Self-concept and Impact of Women-oriented TV programmes of High School girls is rejected.
Table 5.2

Inter Correlation Matrix for Dimension Wise Scores on Impact of Women-oriented TV programmes, Self-concept, Adjustment and Attitude towards Life

|     | PSC  | SSC  | TSC  | ESC  | MSC  | ISC  | OSC  | EA   | SA   | EDA  | OAD  | RA   | FA   | PA   | EDUA | MOA  | QA   | IOWOTVP |
|-----|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|
| PSC | 1    | .306 | .192 | .132 | .056 | -.055| .596 | -.157| -.121| -.169| -.582| .154 | .182 | .154 | .126 | .090 | .601 | .277 |
| SSC | .306 | 1    | .251 | .320 | .141 | -.098| .576 | -.245| -.195| -.227| -.548| .225 | .272 | .241 | .176 | .133 | .657 | .360 |
| TSC | .192 | .251 | 1    | .263 | .258 | .084 | .601 | -.204| -.169| -.238| -.615| .116 | .217 | .183 | .270 | .157 | .589 | .343 |
| ESC | .132 | .320 | .263 | 1    | .233 | .186 | .595 | -.277| -.285| -.326| -.583| .116 | .216 | .201 | .204 | .091 | .587 | .398 |
| MSC | .056 | .141 | .259 | .233 | 1    | .188 | .605 | -.164| -.249| -.240| -.593| .040 | .136 | .182 | .213 | .111 | .613 | .323 |
| ISC | -.055| -.098| .094 | .186 | .188 | 1    | .674 | -.269| -.314| -.259| -.619| -.031| .102 | .045 | .116 | .050 | .598 | .313 |
| OSC | .566 | .576 | .601 | .595 | .605 | .674 | 1    | -.605| -.586| -.592| -.676| .423 | .456 | .365 | .321 | .458 | .309 | .671 |
| EA  | -.157| -.245| -.204| -.277| -.164| -.269| -.605| 1    | .590 | .750 | -.653| -.110| -.285| -.236| -.233| -.115| .658 | -.498 |
| SA  | -.121| -.195| -.189| -.285| -.249| -.314| -.586| .590 | 1    | .610 | .602 | -.190| -.283| -.264| -.284| -.165| -.648| -.563 |
| EDA | -.169| -.237| -.238| -.326| -.240| -.259| -.582| .750 | .610 | 1    | .730 | -.154| -.280| -.346| -.344| -.228| -.598| -.572 |
| OAD | -.582| -.546| -.615| -.583| -.593| -.619| -.676| .653 | .625 | .730 | 1    | -.423| -.536| -.621| -.596| -.418| -.694 |
| RA  | .154 | .225 | .116 | .116 | .040 | .031 | .423 | -.110| -.190| -.154| -.423| 1    | .730 | .338 | .299 | .280 | .658 | .422 |
| FA  | .182 | .272 | .217 | .218 | .136 | .102 | .456 | -.285| -.283| -.280| -.522| .730 | 1    | .384 | .424 | .303 | .562 | .523 |
| PA  | .154 | .241 | .183 | .201 | .182 | .045 | .365 | -.236| -.264| -.346| -.536| .338 | .384 | 1    | .613 | .651 | .638 | .442 |
| EDUA| .126 | .176 | .270 | .204 | .213 | .116 | .321 | -.233| -.284| -.344| -.621| .299 | .424 | .613 | 1    | .667 | .659 | .501 |
| MOA | .090 | .133 | .157 | .091 | .111 | .050 | .458 | -.115| -.165| -.228| -.596| .280 | .303 | .651 | .667 | 1    | .653 | .274 |
| QA  | .601 | .857 | .580 | .587 | .613 | .598 | .658 | -.648| -.598| -.418| .658 | .562 | .638 | .655 | .653 | 1    | .320 |
| IOWOTVP | .277 | .366 | .343 | .398 | .323 | .313 | .671 | -.498| -.563| -.572| -.694| .422 | .523 | .442 | .501 | .274 | .320 |

** Correlation is significant at the 0.01 level (2-tailed) (Table value at 698 df is 0.102).
* Correlation is significant at the 0.05 level (2-tailed) (Table value at 698 df is 0.016).

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The findings on the basis of table 5.2 reveal that positive and significant relationship exists between Impact of women-oriented TV programmes and Physical Self-concept of High School girls. Hence, viewing of Women-oriented TV programmes has positive and significant impact on Physical Self-concept of High School girls.

Physical Self-concept is defined as an Individual's view of his or her body, health, physical appearance and strength. The physical attributes of an individual help in forming Physical Self-concept.

The possible reason for this result could be that these programmes depict female characters as confident and conscious of their physical attributes. The heroines are depicted very beautiful on the screen. For instance ‘Prerna’ of ‘Kasauti Zindagi Kay’ and ‘Tulsi’ of ‘Kyunki Saas Bhi Kabhi Bahu Thi’ looked beautiful in the daily-soaps. They inspire the young girls to be like them in their looks. The High School girls want to imitate the traits of the characters shown in these programmes. They want to look like them in their physical appearance. When experiencing difficulties or conflicts, young girls can sometimes find examples and possible resolutions in the media’s offerings. Although not all portrayals are accurate or beneficial when emulated, some portrayals of situations can show positive approaches to resolutions. Or females can be presented with exemplars of the consequences of negative actions; possibly discouraging them from undertaking the same actions. As well, as the media is becoming more inclusive with the characters and situations they portray, high school girls are able to find positive role models and examples that may not be present in their daily lives. The characters of these programmes become the role models for them in imbibing Physical Self-concept.

Thus, the finding that High School girls have significant positive Impact of Women-oriented TV programmes on their Physical Self-concept seems to be justifiably true in the light of the above discussed arguments.
5.2.1.2 Correlation of Social Self-concept with Impact of Women-oriented TV programmes:

Table 5.2 reveals that correlation of Social Self-concept and Impact of Women-oriented TV programmes of High School girls is 0.360. This value is more than the table value of .102 at .01 level of significance. Hence it is significant at .01 level. Thus there exists significant positive relationship between Social Self-concept and Impact of Women-oriented TV programmes of High School girls.

Hence, the hypothesis 1(b) stating that there exists no significant relationship between Social Self-concept and Impact of Women-oriented TV programmes of High School girls is refuted.

The findings on the basis of table 5.2 reveal that positive and significant relationship exists between Impact of Women-oriented TV programmes and Social Self-concept of High School girls. Hence, viewing of Women-oriented TV programmes has positive and significant Impact on the Social Self-concept of High School girls.

Social self-concept is an Individual’s sense of worth in social interactions. How he or she thinks about himself or herself in his or her social surroundings. Social Self-concept is of great significance as human beings are social animals.

The possible reason for this result could be that women-oriented TV programmes depict female characters who are conscious of their social values and culture. Their personality is depicted as very social. The leading characters are shown as having strong bond with their families and they fulfill their social responsibilities very well. As ‘Tulsi’ of ‘Kyunki Saas Bhi Kabhi Bahu Thi’ is loved by every member of her family because of her cordial social behavior. These programmes depict leading female characters as the binding force of the family. These programmes show that the lead female characters do their utmost to maintain peace and harmony in the family. On the contrary, some negative characters like ‘Komolika’ are also shown in these programmes. But their fate is ultimately to suffer and get punishment for their
wrong doings. The High School girls watching these programmes are influenced by portrayal of positive characters. They try to imbibe and imitate their role models and in doing so, they learn the importance of society in their lives. They also learn to be more social. Some negative female characters are also shown in these programmes, but they are disliked by the viewers.

Thus, the finding that High School girls have significant positive impact of watching women-oriented TV programmes on their Social Self-concept seems to be justifiably true in the light of the above discussed arguments.

5.2.1.3 Correlation of Temperamental Self-concept with Impact of Women-oriented TV programmes:

Table 5.2 reveals that correlation of Temperamental Self-concept and Impact of Women-oriented TV programmes of High School girls is 0.343. This value is more than the table value of .102 at .01 level of significance. Hence it is significant at .01 level. Thus there exists significant positive relationship between Temperamental Self-concept and Impact of women-oriented TV programmes of High School girls.

Hence, the hypothesis 1(c) stating that there exists no significant relationship between Impact women-oriented TV programmes and Temperamental Self-concept of High School girls is not accepted.

The findings on the basis of table 5.2 reveal that positive and significant relationship exists between Impact of Women-oriented TV programmes and Temperamental Self-concept of High School girls. Hence, viewing of women-oriented TV programmes has positive and significant impact on Temperamental Self-concept of High School girls.

Temperamental Self-concept is Individuals’ view of their prevailing emotional state or predominance of a particular kind of emotional reaction. To have a balanced temperament is important in life.

The possible reason for this result could be that Women-oriented TV programmes depict female characters having a balanced temperament. They are emotionally strong. They have complete control over their emotions and
temperament. They are not shown as very impulsive and irritated. These characters do not indulge in showing furious temper. For instance ‘Anandi’ of ‘Balika Vadhu’ is very strong emotionally. This programme aims at stopping the practice of Child-marriage, which is still prevalent in some rural parts of India. Almost all the female characters of ‘Balika Vadhu’ are emotionally strong characters like ‘Dadi Sa’. On the other hand, negative characters are also depicted in these programmes to teach a lesson to young girls. The positive qualities of heroines inspire the young girls to be emotionally strong like their role models. They imitate and learn these traits of their ideals.

Thus, the finding that High School girls have significant positive Impact of watching women-oriented TV programmes on their Temperamental Self-concept seems to be justifiably true in the light of the above discussed arguments.

5.2.1.4 Correlation of Educational Self-concept with Impact of Women-oriented TV programmes:

Table 5.2 reveals that correlation of Educational Self-concept and Impact of Women-oriented TV programmes of High School girls is 0.398. This value is more than the table value of .102 at .01 level of significance. Hence it is significant at .01 level. Thus there exists significant positive relationship between Educational Self-concept and Impact of Women-oriented TV programmes of High School girls.

Hence, the hypothesis 1(d) stating that there exists no significant relationship between Impact of Women-oriented TV programmes and Educational Self-concept of High School girls is refuted.

The findings on the basis of table 5.2 reveal that positive and significant relationship exists between Impact of women-oriented TV programmes and Educational Self-concept of High School girls. Hence, viewing of Women-oriented, TV programmes has positive and significant impact on Educational Self-concept of High School girls.

Educational self-concept is Individuals’ view of themselves in relation to school, teachers and co-curricular activities. To have a positive Educational
Self-concept is important in today's world of cut-throat-competition. Educational system has incorporated Continuous Comprehensive Evaluation (CCE) recently, which has changed the education system totally.

The reason for this result could be that Women-oriented TV programmes are paying great stress on the education of young girls. Importance of education is specially stressed in these programmes. The leading female characters are depicted as highly educated and professionally successful. ‘Anandi’ of ‘Balika Vadhu’ got married in her childhood, but she continued her studies. Now she is shown as the elected Sarpanch of her village. Other leading ladies of Women-oriented TV programmes are also highly qualified and give great priority to their studies, school life and co-curricular activities. And the negative portrayals in these programmes help the young girls to learn what not to do. Viewing of these programmes inspires the high school girls to be like their ideals. They want to be qualified and successful like these characters.

Thus, the finding that High School girls have significant positive Impact of watching women-oriented TV programmes on their Educational Self-concept seems to be justifiably true in the light of the above discussed arguments.

5.2.1.5 Correlation of Moral Self-concept with Impact of Women-oriented TV programmes:

Table 5.2 reveals that correlation of Moral Self-concept and Impact of Women-oriented TV programmes of High School girls is 0.323. This value is more than the table value of .102 at .01 level of significance. Hence it is significant at .01 level. Thus there exists significant positive relationship between Moral Self-concept and Impact of Women-oriented TV programmes of High School girls.

Hence, the hypothesis 1(e) stating that there exists no significant relationship between Impact of Women-oriented TV programmes and Moral Self-concept of High School girls is rejected.
The findings on the basis of table 5.2 reveal that positive and significant relationship exists between Impact of Women-oriented TV programmes and Moral Self-concept of High School girls. Hence, viewing Women-oriented TV programmes has positive and significant impact on the Moral Self-concept of High School girls.

Moral Self-concept is Individuals’ estimation of their moral worth; right and wrong activities. Morals and values form an integral part of our Culture.

The possible reason for this result could be that Women-oriented TV programmes portray women characters as protagonists and morally ideal picture of a woman. These programmes show characters having high morals. The female leading actors are depicted as morally responsible. They are shown as never doing wrong to anyone. 'Kkusum' playing the title role gives great importance to morals and values, and never does wrong to any of the characters. All the positive traits of these actors inspire the High School girls to be like them. There are some negative characters also in these programmes, but their ultimate fate is also fit to their behaviour. They have to pay for their acts and get punishment for their misdeeds. This depiction teaches the young girls to stay away from vices. They imitate the good characters and learn the morally desirable behavior unknowingly. They aspire to be like their ideals.

Thus, the finding that High School girls have significant positive Impact of watching Women-oriented TV programmes on their Moral Self-concept seems to be justifiably true in the light of the above discussed arguments.

5.2.1.6 Correlation of Intellectual Self-concept with Impact of Women-oriented TV programmes:

Table 5.2 reveals that correlation of Intellectual Self-concept and Impact of women-oriented TV programmes of High School girls is 0.313. This value is more than the table value of .102 at .01 level of significance. Hence it is significant at .01 level. Thus there exists significant positive relationship between Intellectual Self-concept and Impact of Women-oriented TV programmes of High School girls.
Hence, the hypothesis 1(f) stating that there exists no significant relationship between Impact of Women-oriented TV programmes and Intellectual Self-concept of High School girls is not accepted.

The findings on the basis of table 5.2 reveal that positive and significant relationship exists between Impact of Women-oriented TV programmes and Intellectual Self-concept of High School girls. Hence, viewing of women-oriented TV programmes has positive and significant impact on the Intellectual Self-concept of High School girls.

Intellectual Self-concept is an Individuals’ awareness of their intelligence and capacity of problem solving and intellectual judgment.

The possible reason for this result could be that Women-oriented TV programmes depict such leading characters who possess great intellectual capabilities. They are not just beautiful characters without brain. They have good intellectual abilities. They solve their problems on their own effectively. They tackle and solve most difficult situations very intelligently. ‘Parvati’ of ‘Kahani Ghar Ghar Ki’ is a character who is shown as having all the positive qualities and on top of it she is very intelligent also. It is not that these programmes do not have any negative characters, but their consequence warns the young girls to stay away from vices. Moreover, the negative characters are disliked by the girls. The High School girls watching these programmes want to be just like their positive role models. They also want to be intellectual like them. They learn to deal with difficult situations with the help of these programmes.

Thus, the finding that High School girls have significant positive Impact of watching Women-oriented TV programmes on their Intellectual Self-concept seems to be justifiably true in the light of the above discussed arguments.

5.2.1.7 Correlation of Overall Self-concept with Impact of Women-oriented TV programmes:

Table 5.2 reveals that correlation of Overall Self-concept and Impact of women-oriented TV programmes of High School girls is 0.671. This value is
more than the table value of .102 at .01 level of significance. Hence it is significant at .01 level. Thus there exists significant positive relationship between Overall Self-concept and Impact of Women-oriented TV programmes of High School girls.

Hence, the hypothesis 1(g) stating that there exists no significant relationship between Impact of Women-oriented TV programmes and Overall Self-concept of High School girls is refuted.

The findings on the basis of table 5.2 reveal that positive and significant relationship exists between impact of Women-oriented TV programmes and Overall Self-concept of High School girls. Hence, it can be inferred that viewing of women-oriented TV programmes has positive and significant impact on the Overall Self-concept of High School girls.

Of all human attributes, the self appears to be the most complex and most intangible. The self-concept includes feelings about self – both physical self and psychological self in relation to the environment. Encyclopedic Dictionary of Psychology (2001) stated that; self-concept is a global evaluation made about one’s own personality.

The possible reason for this result could be that women-oriented TV programmes portray women characters as protagonists or the central characters. These programmes depict heroines as having strong self-identity. Their characters inculcate the idea of self in young girls. The lead character like ‘Tulsi’ of ‘Kyunki Saas Bhi Kabhi Bahu Thi’ possesses all the positive traits in her. She has the qualities of a good wife, good daughter-in-law, good mother and many more. Although not all portrayals are accurate or beneficial when emulated, some portrayals of situations can show positive approaches to resolutions. Or females can be presented with exemplars of the consequences of negative actions; possibly discouraging them from undertaking the same actions. The high school girls start asserting their identity, they think they also have a unique personality of their own. The high school girls want to imitate the traits of the characters shown in these programmes. The characters of these programmes become the role models.
for them and the girls learn all the good and positive traits by watching these programmes.

Thus, the finding that High School girls have significant positive impact of watching women-oriented TV programmes on their Overall Self-concept seems to be justifiably true in the light of the above discussed arguments.

5.2.1.8 Correlation of Emotional Adjustment with Impact of Women-oriented TV programmes:

Table 5.2 reveals that correlation of Impact of Women-oriented TV programmes and Emotional Adjustment is -0.498. This co-efficient of correlation is negative and its absolute value i.e. 0.498, is more than the table value of .102 at .01 level of significance. Hence it is significant at .01 level.

Hence, the hypothesis 2(a) stating that there exists no significant relationship between Impact of Women-oriented TV programmes and Emotional Adjustment of High School girls is rejected.

The results on the basis of table 5.2 reveal that co-efficient of correlation between Impact of Women-oriented TV programmes and Emotional Adjustment of High School girls is negative and significant. Since lower score on Emotional Adjustment signifies better adjustment and higher score means low adjustment. Hence, negative correlation means that watching women-oriented TV programmes has positive and significant impact on the Emotional Adjustment of High School girls.

Emotional Adjustment is the ability to be emotionally stable-having control over one’s emotions. The problem of Emotional Adjustment has become a crucial one in modern times as cases of stress and depression are increasing day by day.

The reason for this result could be that Women-oriented TV programmes depict such characters who are very well-adjusted emotionally. The heroines are portrayed as having strong control over their emotions. For instance, ‘Prema’ of ‘Kasauti Zindagi Kay’ is depicted as emotionally very strong. She does not lose her temper easily. She is tolerant and has a lot of
patience. On the contrary, 'Komolika' is very bad-tempered and irritating. She is always conspiring against 'Prema', but has to face defeat. The emotional strength of positive characters inspires the high school girls to be emotionally strong as well. They learn to face the difficult situations of life in an effective manner by imitating their role models. The girls learn all the good qualities by watching these programmes.

Thus, the finding that High School girls have significant and positive Impact of watching Women-oriented TV programmes on their Emotional Adjustment seems to be justifiably true in the light of the above discussed arguments.

5.2.1.9 Correlation of Social Adjustment with Impact of Women-oriented TV programmes:

Table 5.2 reveals that correlation of Impact of Women-oriented TV programmes and Social Adjustment is -0.563. This co-efficient of correlation is negative and its absolute value i.e. 0.563, is more than the table value of 0.102 at .01 level of significance. Hence it is significant at .01 level.

Hence, the hypothesis 2(b) stating that there exists no significant relationship between Impact of Women-oriented TV programmes and Social Adjustment of High School girls is not accepted.

The results on the basis of table 5.2 reveal that co-efficient of correlation between Impact of Women-oriented TV programmes and Social Adjustment of High School girls is negative and significant. Since lower score on Social Adjustment signifies better adjustment and higher score means low adjustment. Hence, negative correlation means that watching Women-oriented TV programmes has positive and significant impact on the Social Adjustment pattern of High School girls.

Social Adjustment enables greater satisfaction in social living. It is the outcome of the individual's efforts to deal with stress and meet his social needs. It is ability of a person to adjust in his social set-up. The problem of social adjustment has become a crucial one in modern times as society is breaking up and individuals are leading an alienated life.
The reason for this result could be that Women-oriented TV programmes depict such characters who are well-adjusted in their social set-up. The heroines are portrayed as very well adjusted in their social scenario. ‘Prerna’ playing the lead role in the daily-soap ‘Kasauti Zindagi Kay’ is shown very adaptive socially. She is liked by everyone in her acquaintance because of her social behavior. She is very helpful, kind and affectionate. The adaptive qualities of these characters inspire the High School girls to be adaptive as well. These programmes lay emphasis on the importance of adjusting to one’s social environment. They learn to be socially adaptive by imitating their role models by watching these programmes. On the other hand, ‘Komolika’ presents the stark contrast to ‘Prerna.’ She has negative qualities in her character. She is not liked by any member of her family because of her involvement in conspirations and misdeeds.

Thus, High School girls have significant and positive Impact of watching Women-oriented TV programmes on their Social Adjustment seems to be justifiably true in the light of the above discussed arguments.

5.2.1.10 Correlation of Educational Adjustment with Impact of Women-oriented TV programmes:

Table 5.2 reveals that correlation of Impact of Women-oriented TV programmes and Educational Adjustment is -0.572. This co-efficient of correlation is negative and its absolute value i.e. 0.572, is more than the table value of 0.102 at .01 level of significance. Hence it is significant at .01 level.

Hence, the hypothesis 2(c) stating that there exists no significant relationship between Impact of Women-oriented TV programmes and Educational Adjustment of High School girls is rejected.

The results on the basis of table 5.2 reveal that co-efficient of correlation between Impact of Women-oriented TV programmes and Educational Adjustment of High School girls is negative and significant. Since lower score on Educational Adjustment signifies better adjustment and higher score means low adjustment. Hence, negative correlation means that
watching women-oriented TV programmes has positive and significant impact on the Educational Adjustment pattern of High School girls.

Educational Adjustment implies how well an individual adjusts in his educational life. Educational Adjustment enables greater satisfaction in educational life, school life, relations with teachers and peers. It is the outcome of the individual’s efforts to deal with stress and meet his or her educational and co-curricular expectations. The problem of educational adjustment has become a crucial one in modern times as there is cut-throat competition in the field of education.

The reason for this result could be that Women-oriented TV programmes depict such characters who are well-adjusted in their educational set-up. The heroines are portrayed as highly educated and give great importance to their education. Like ‘Anandi’ of ‘Balika Vadhu’ has great interest in studies and she continues her study and scores very good marks. ‘Jassi’ of ‘Jassi Jaisi Koi Nahin’ is an ordinary looking girl, but she is educated and very intelligent. Good education, their adjustment with their peers, teachers and school environment as a whole inspires the High School girls to be educated like them by imitating their role models. Although all the portrayals are not just positive and beneficial for the viewers. The negative portrayals warn the young girls against what is not to be done. The young girls understand the significance of studies in their lives by viewing these programmes.

Thus, the finding that High School girls have significant and positive Impact of watching Women-oriented TV programmes on their Educational Adjustment seems to be justifiably true in the light of the above discussed arguments.

5.2.1.11 Correlation of Overall Adjustment with Impact of Women-oriented TV programmes:

Table 5.2 reveals that correlation of Impact of Women-oriented TV programmes and Overall Adjustment is -0.694. This co-efficient of correlation
is negative and its absolute value i.e. 0.694, is more than the table value of .102 at .01 level of significance. Hence it is significant at .01 level.

Hence, the hypothesis 2(d) stating that there exists no significant relationship between Impact of Women-oriented TV programmes and Overall Adjustment of High School girls is refuted.

The results on the basis of table 5.2 reveal that co-efficient of correlation between Impact of Women-oriented TV programmes and Emotional Adjustment of High School girls is negative and significant. A low score on Overall Adjustment shows high adjustment of the subject and a higher score means low adjustment. Hence, negative correlation means that watching Women-oriented TV programmes has positive and significant impact on the Overall Adjustment of High School girls.

Adjustment enables greater satisfaction in living. It is the outcome of the individual’s efforts to deal with stress and meet his needs. Adjustment is a dynamic and ever-changing process. According to MERRIAM WEBSTER’S COLLEGIATE DICTIONARY (2001) – adjustment is the act or process of adjusting, a correction or modification to reflect actual conditions. Women-oriented TV programmes portray women characters in the lead roles who adapt themselves to difficult circumstances.

The reason for this result could be that Women-oriented TV programmes depict such characters who are well-adjusted in different spheres. The heroines like ‘Parvati’, ‘Tulsi’ and ‘Prema’ are portrayed as very well adjusted in their social scenario, educational set-up and well adjusted emotionally also. They are portrayed as to be adaptive in even most difficult situations. On the contrary, the negative characters are shown as maladjusted in these programmes. Although not all portrayals are accurate or beneficial when emulated, some portrayals of situations can show positive approaches to resolutions. Or females can be presented with exemplars of the consequences of negative actions; possibly discouraging them from undertaking the same actions. The adaptive qualities of the positive characters inspire the High School girls to be adaptive as well. They learn to adjust in life by imitating their role models.
Thus, the finding that High School girls have significant and positive Impact of watching Women-oriented TV programmes on their Overall Adjustment seems to be justifiably true in the light of the above discussed arguments.

5.2.1.12 Correlation of Attitude towards Religious life with Impact of Women-oriented TV programmes:

Table 5.2 reveals that correlation of Impact of Women-oriented TV programmes and Attitude towards Religious life is 0.422. This value is more than the table value of .102 at .01 level of significance. Hence it is significant at .01 level. Thus, it can be inferred that there exists positive and significant relationship between Impact of Women-oriented TV programmes and Attitude towards Religious life of High School girls.

Hence, the hypothesis 3(a) stating that there exists no significant relationship between Impact of Women-oriented TV programmes and Attitude towards Religious life of High School girls is rejected.

The findings on the basis of table 5.2 reveal that positive and significant relationship exist between impact of Women-oriented TV programmes and Attitude towards Religious life of High School girls. Hence, it can be inferred that viewing of women-oriented TV programmes has positive and significant impact on the Attitude towards Religious life of High School girls.

Religious Attitudes play a very significant role in life. Attitude towards Religious life denotes one's attitude towards religion, one's faith in spirituality and God. Attitudes towards Religious life determine the actions of human beings. Every religion teaches same principles of truth and goodness.

The reason for this result could be that Women-oriented TV programmes depict such female characters who are modern but still very religious and spiritual. The heroines like ‘Tulsi’ and ‘Parvati’ are portrayed as having positive Attitude towards Religious life and give great importance to spirituality in their life. Prayer is a daily routine of these characters. Such characterization inspires the high school girls to be religious like them by
imitating their role models. The young girls understand the significance of religion and spirituality for a peaceful existence by viewing these programmes. On the contrary, the negative characters in these programmes are shown as atheists, conspirators and involved in misdeeds. But ultimately they have to face negative consequences for their misdeeds. This helps the young girls to stay away from negativity.

Thus, the finding that High School girls have significant positive Impact of watching Women-oriented TV programmes on their Attitude towards Religious life seems to be justifiably true in the light of the above discussed arguments.

5.2.1.13 Correlation of Attitude towards Family and Marital life with Impact of Women-oriented TV programmes:

Table 5.2 reveals that correlation of Impact of Women-oriented TV programmes and Attitude towards Family and Marital life is 0.523. This value is more than the table value of .102 at .01 level of significance. Hence it is significant at .01 level. Thus, it can be inferred that there exists positive and significant relationship between Impact of Women-oriented TV programmes and Attitude towards Family and Marital life of High School girls.

Hence, the hypothesis 3(b) stating that there exists no significant relationship between Impact of Women-oriented TV programmes and Attitude towards Family and Marital life of High School girls is not accepted.

The findings on the basis of table 5.2 reveal that positive and significant relationship exist between impact of Women-oriented TV programmes and Attitude towards Family and Marital life of High School girls. Hence, it can be inferred that viewing of women-oriented TV programmes has positive and significant impact on the Attitude towards Family and Marital life of High School girls.

Family implies the feeling of togetherness and oneness in the members of family. Marriage implies union of two beings. Attitude towards Family and Marital life is important as no one can exist alone.
The reason for this result could be that Women-oriented TV programmes depict such characters who understand the importance of Family and Marital life. Majority of Women-oriented TV programmes stress the importance and advantages of joint family system. The heroines like ‘Kkusum’ and ‘Pratima’ are portrayed as having cordial relations with their family members and give great importance to their married life. They sacrifice their own happiness and do everything for the welfare of their family. The family and marital life of these characters inspire the High School girls to be like them. The young girls understand the significance of Family and Marital life in their lives by viewing these programmes. The depiction of marital life will help the young girls to have positive attitude towards their future marital life. On the contrary, the vamps are shown as always involved in breaking family and are shown as failures in their marital life. This negative depiction teaches the young girls to imbibe only good and positive qualities.

Thus, the finding that High School girls have significant positive Impact of watching Women-oriented TV programmes on their Attitude towards Family and Marital life, seems to be justifiably true in the light of the above discussed arguments.

5.2.1.14 Correlation of Attitude towards Professional life with Impact of Women-oriented TV programmes:

Table 5.2 reveals that correlation of Impact of women-oriented TV programmes and Attitude towards Professional life is 0.442. This value is more than the table value of .102 at .01 level of significance. Hence it is significant at .01 level. Thus, it can be inferred that there exists positive and significant relationship between Impact of Women-oriented TV programmes and Attitude towards Professional life of High School girls.

Hence, the hypothesis 3(c) stating that there exists no significant relationship between Impact of Women-oriented TV programmes and Attitude towards Professional life of High School girls is rejected.

The findings on the basis of table 5.2 reveal that positive and significant relationship exist between impact of Women-oriented TV
programmes and Attitude towards Professional life of High School girls. Hence, it can be inferred that viewing of Women-oriented TV programmes has positive and significant impact on the Attitude towards Professional life of High School girls.

Profession is one’s job or occupation. Nowadays, females are also serious about their profession. Attitude towards professional life implies the attitude one has about one’s profession.

The reason for this result could be that Women-oriented TV programmes portray women characters in the lead roles that have positive Attitude towards their Professional life, they are economically independent. The heroines like ‘Jassi’ and ‘Kareena’ are portrayed as highly educated and give great importance to their profession along with taking care of their household duties. The professional success of these characters inspires the young girls to be like them in their future life. The economic independence of these characters inspire the High School girls to be Professionally successful like them by imitating their role models. The young girls understand the significance of having a positive Attitude towards their Professional life by viewing these programmes.

Thus, the finding that High School girls have significant positive Impact of watching Women-oriented TV programmes on their Attitude towards Professional life seems to be justifiably true in the light of the above discussed arguments.

5.2.1.15 Correlation of Attitude towards Educational life with Impact of Women-oriented TV programmes:

Table 5.2 reveals that correlation of Impact of women-oriented TV programmes and Attitude towards Educational life is 0.501. This value is more than the table value of .102 at .01 level of significance. Hence it is significant at .01 level. Thus, it can be inferred that there exists positive and significant relationship between Impact of Women-oriented TV programmes and Attitude towards Educational life of High School girls.
Hence, the hypothesis 3(d) stating that there exists no significant relationship between Impact of Women-oriented TV programmes and Attitude towards Educational life of High School girls is refuted.

Attitude towards Educational life plays a very significant role in life. Education is the process of learning from formal as well as non-formal sources. Education here implies to understand the importance of education and co-curricular activities in life. Education in its true sense is not just literacy, but includes formal and non-formal education. To have a positive Attitude towards Educational life is of great significance in today’s world of cut-throat competition.

The findings on the basis of table 5.2 reveal that positive and significant relationship exist between impact of Women-oriented TV programmes and Attitude towards Educational life of High School girls. Hence, it can be inferred that viewing of women-oriented TV programmes has positive and significant impact on the Attitude towards Educational life of High School girls.

The reason for this result could be that Women-oriented TV programmes depict such characters who have positive Attitude towards Educational life. The heroines are portrayed as highly educated and give great importance to their education. The programmes like ‘Balika Vadhu’ stress on the importance of education of girls. The progressive characterization in these serials inspires the young girls. Indian Government is also stressing on the education of girl child in its policies. The positive Attitude towards education of these characters inspires the High School girls to have positive attitudes as well. The young girls understand the significance of studies, school life, and relation with their peers and teachers in their lives by watching these programmes. On the contrary the negative characters have negative attitude towards education. They have orthodox thinking that girls should not be sent to school. But girls dislike such characters.

Thus, the finding that High School girls have significant positive Impact of watching Women-oriented TV programmes on their Attitude towards
Educational life seems to be justifiably true in the light of the above discussed arguments.

5.2.1.16 Correlation of Attitude towards Moral life with Impact of Women-oriented TV programmes:

Table 5.2 reveals that correlation of Impact of Women-oriented TV programmes and Attitude towards Moral life is 0.274. This value is more than the table value of .102 at .01 level of significance. Hence it is significant at .01 level. Thus, it can be inferred that there exists positive and significant relationship between Impact of Women-oriented TV programmes and Attitude towards Moral life of High School girls.

Hence, the hypothesis 3(e) stating that there exists no significant relationship between Impact of Women-oriented TV programmes and Attitude towards Moral life of High School girls is rejected.

The findings on the basis of table 5.2 reveal that positive and significant relationship exist between impact of Women-oriented TV programmes and Attitude towards Moral life of High School girls. Hence, it can be inferred that viewing of women-oriented TV programmes has positive and significant impact on the Attitude towards Moral life of High School girls.

Attitude towards Moral life implies to understand the importance of morals and values in human life. Morals are of great importance for human existence. In today’s world of war, worry, crime and strain morals have become even more important.

The reason for this result could be that Women-oriented TV programmes depict such characters who have high morals and values. The heroines are portrayed as having positive Attitude towards values and morals, which are an essential and inseparable part of our culture. The high morals of the heroines like ‘Parvati’ and ‘Tulsi’ inspire the High School girls to be like them by imitating their role models. These heroines present an ideal portrayal of goodness and humanity. On the other hand, the negative characters have immoral behaviour. Their portrayal gives a lesson to girls what they have to avoid in life. In this way, the young girls understand the significance of positive
attitudes towards morals and values in their lives by watching these programmes.

Thus, the finding that High School girls have significant positive Impact of watching Women-oriented TV programmes on their Attitude towards Moral life seems to be justifiably true in the light of the above discussed arguments.

5.2.1.17 Correlation of Overall Attitude towards life with Impact of Women-oriented TV programmes:

Table 5.2 reveals that correlation of Impact of Women-oriented TV programmes and Overall Attitude towards life is 0.320. This value is more than the table value of .102 at .01 level of significance. Hence it is significant at .01 level. Thus, it can be inferred that there exists positive and significant relationship between Impact of Women-oriented TV programmes and Overall Attitude towards life of High School girls.

Hence, the hypothesis 3(f) stating that there exists no significant relationship between Impact of Women-oriented TV programmes and Overall Attitude towards life of High School girls is not accepted.

The findings on the basis of table 5.2 reveal that positive and significant relationship exist between impact of Women-oriented TV programmes and Overall Attitude towards life of High School girls. Hence, it can be inferred that viewing of women-oriented TV programmes has positive and significant impact on the Overall Attitude towards life of High School girls.

Overall Attitude towards life denotes one’s attitude towards various aspects of life namely, social, political, religious, moral, educational, professional. Attitudes determine the actions of human beings. According to Oxford Dictionary (2000) – “attitude is the way one thinks about something or somebody; the way one behaves towards something or somebody shows how one thinks and feels”.

The reason for this result could be that Women-oriented TV programmes depict such characters who have positive Overall Attitude towards life. The heroines like ‘Prerna’, ‘Jassi’ and ‘Tulsi’ are portrayed as
highly optimistic even in worst of situations. These characters possess an optimistic attitude towards all the spheres of life. The positivity and confidence of these characters inspires the High School girls to be positive in life just like them. The young girls understand the significance of having a positive Overall Attitude in life by watching these programmes. Although not all portrayals are positive or beneficial when emulated, some portrayals of situations can show positive approaches to resolutions. Or females can be presented with exemplars of the consequences of negative actions; possibly discouraging them from undertaking the same actions.

Thus, the finding that High School girls have significant positive Impact of watching Women-oriented TV programmes on their Overall Attitude towards life seems to be justifiably true in the light of the above discussed arguments.

SECTION-III

5.3 t-ratios:

To study the significant difference, if any, between the High and Low groups of High School girls with respect to their category of Impact of Women-oriented TV programmes on the variables of Self-concept, along with its dimensions namely Physical, Social, Intellectual, Temperamental, Educational and Moral Self-concept, Adjustment along with its areas namely Emotional, Social and Educational Adjustment and Attitude towards life along with its dimensions namely Attitude towards Religious life, Family and Marital life, Professional life, Educational life and Moral life, t-ratios were computed. The results are entered in Tables 5.3 to 5.5.
5.3.1 Interpretation and Discussion on the basis of t-ratios based on Table 5.3

Table 5.3

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<th>Variable Category of Impact of WOTVP</th>
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<th>Mean</th>
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<th>SD</th>
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<tr>
<td>Moral Self-concept</td>
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<tr>
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<td>3.797</td>
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<td></td>
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</tr>
</tbody>
</table>

*Significant at .05 level (t376 = 1.97)
**Significant at .01 level (t376 = 2.59)

5.3.1.1 Interpretation and Discussion of results of Physical Self-concept based on Table 5.3:

The perusal of table 5.3 shows that t-ratio between Mean scores of High and Low groups of Impact of Women-oriented TV programmes on the variable of Physical Self-concept is found to be significant at .01 level of significance as t-ratio of 3.405 is more than the table value of 2.59 (for 376 degrees of freedom) at .01 level of significance. The significant t-ratio indicates that two groups have yielded significantly different mean scores on Physical Self-concept.
Hence, the hypothesis 4(a) stating that there exists no significant difference between High and Low Impact of Women-oriented TV programmes groups on the variable of Physical Self-concept is rejected.

This indicates that there is significant difference between High and Low Impact of Women-oriented TV programmes group on the Physical Self-concept. In order to determine which group has significantly better Physical Self-concept, means of two groups were compared. Since mean scores of High group is 33.62 and Low group is 31.11, it can be concluded that High Impact of Women-oriented TV programmes group has significantly better Physical Self-concept than Low Impact of Women-oriented TV programmes group.

Physical Self-concept is defined as an Individuals' view of his body, health, physical appearance and strength. The physical attributes of an individual help in forming Physical Self-concept.

The possible reason for this result could be that these programmes depict female characters as confident and conscious of their physical attributes. The characters like 'Kareena' of 'Kareena Kareena' and 'Prerna' of ‘Kasauti Zindagi Kay' are picturised beautifully. They are well aware of their impressive physical appearance. This depiction helps the High School girls to have a confidence in their looks and physical appearance. The young girls want to imitate the traits of the characters shown in these programmes. It is not that these programmes only depict positive characters, some negative characters are also shown; but they are disliked by one and all. Negative characters warn the young girls not to be like them, as they have to suffer in the long run. They want to look like the positive characters in their physical appearance. The characters of these programmes inspire the young girls to have confidence in their physical appearance and strength.

Thus, the finding that High Impact of women-oriented TV programmes group have significantly better Physical Self-concept than Low Impact of women-oriented TV programmes group.
5.3.1.2 Interpretation and Discussion of results of Social Self-concept based on Table 5.3:

The perusal of table 5.3 shows that t-ratio between Mean scores of High and Low groups of Impact of Women-oriented TV programmes on the variable of Social Self-concept is found to be significant at .01 level of significance as t-ratio of 5.562 is more than the table value of 2.59 (for 376 degrees of freedom) at .01 level of significance. The significant t-ratio indicates that two groups have yielded significantly different mean scores on Social Self-concept.

Hence, the hypothesis 4(b) stating that there exists no significant difference between High and Low Impact of Women-oriented TV programmes groups on the variable of Social Self-concept is refuted.

This implies that there is significant difference between High and Low Impact of Women-oriented TV programmes group on the Social Self-concept. In order to determine which group has significantly better Social Self-concept, means of two groups were compared. Since mean scores of High group is 34.74 and Low group is 30.32, it can be concluded that High Impact of Women-oriented TV programmes group has significantly better Social Self-concept than Low Impact of Women-oriented TV programmes group.

Social self-concept is an Individual’s sense of worth in social interactions. How he or she thinks about himself or herself in his social life. Man is a social animal and one cannot even think of existing alone without society.

The possible reasons for the significant difference in the high and Low groups could be that Women-oriented TV programmes portray women characters in the lead roles who have a sense of worth in their social set-up. The leading characters like ‘Parvati’ of ‘Kahani Ghar Ghar Ki’ and ‘Tulsi’ of ‘Kyunki Saas Bhi Kabhi Bahu Thi’ do everything in their power to maintain peace and harmony in their family. They are shown as having strong bond with their families and they fulfill their social responsibilities very well. The High School girls watching these programmes are influenced by such
portrayal. They try to imbibe and imitate their role models and in doing so, they learn the importance of society in their lives. They learn the socially desirable behaviour while watching Women-oriented TV programmes. On the contrary, the depiction of negative characters warns them against doing misdeeds, as it ultimately results in misery and punishment.

Thus, the finding that High Impact of women-oriented TV programmes group have significantly better Social Self-concept than Low Impact of women-oriented TV programmes group.

5.3.1.3 Interpretation and Discussion of results of Temperamental Self-concept based on Table 5.3:

The perusal of table 5.3 shows that t-ratio between Mean scores of High and Low groups of Impact of Women-oriented TV programmes on the variable of Temperamental Self-concept is found to be significant at .01 level of significance as t-ratio of 6.285 is more than the table value of 2.59 (for 376 degrees of freedom) at .01 level of significance. The significant t-ratio indicates that two groups have yielded significantly different mean scores on Temperamental Self-concept.

Hence, the hypothesis 4(c) stating that there exists no significant difference between High and Low Impact of Women-oriented TV programmes groups on the variable of Temperamental Self-concept is not accepted.

It shows that there is significant difference between High and Low Impact of Women-oriented TV programmes group on the Temperamental Self-concept. In order to determine which group has significantly better Temperamental Self-concept, means of two groups were compared. Since mean scores of High group is 35.06 and Low group is 30.26, it can be concluded that High Impact of Women-oriented TV programmes group has significantly better Temperamental Self-concept than Low Impact of Women-oriented TV programmes group.

Temperamental self-concept is Individuals' view of their prevailing emotional state or predominance of a particular kind of emotional reaction.
today's world of increasing stress, it has become even more important to have a balanced temperament.

The possible reason for this result could be that women-oriented TV programmes depict female characters like 'Jassi' of 'Jassi Jaisi Koi Nahin' and 'Pratima' (playing the title role) having a balanced temperament. They are emotionally strong. They have complete control over their emotions and temperament. They are not depicted as emotionally unstable. These heroines do not get angry and irritated. They show great patience and tolerance. On the other hand, the negative characters present a stark contrast to the lead characters, thus discouraging the young girls from doing anything wrong. The positive qualities of heroines inspire the young girls to be emotionally strong like their role models. They imitate and identify these traits of their ideals.

Thus, the finding that High Impact of women-oriented TV programmes group have significantly better Temperamental Self-concept than Low Impact of women-oriented TV programmes group.

5.3.1.4 Interpretation and Discussion of results of Educational Self-concept based on Table 5.3:

The perusal of table 5.3 shows that t-ratio between Mean scores of High and Low groups of Impact of Women-oriented TV programmes on the variable of Educational Self-concept is found to be significant at .01 level of significance as t-ratio of 8.456 is more than the table value of 2.59 (for 376 degrees of freedom) at .01 level of significance. The significant t-ratio indicates that two groups have yielded significantly different mean scores on Educational Self-concept.

Hence, the hypothesis 4(d) stating that there exists no significant difference between High and Low Impact of Women-oriented TV programmes groups on the variable of Educational Self-concept is rejected.

It means that there is significant difference between High and Low Impact of Women-oriented TV programmes group on the Educational Self-concept. In order to determine which group has significantly better Educational Self-concept, means of two groups were compared. Since mean
scores of High group is 35.1 and Low group is 28.97, it can be concluded that High Impact of Women-oriented TV programmes group has significantly better Educational Self-concept than Low Impact of Women-oriented TV programmes group.

Educational self-concept is individuals’ view of themselves in relation to school, peers, teachers and co-curricular activities. Education has been and will always be of great importance in everyone’s life.

The possible reasons for this could be that women-oriented TV programmes portray women characters in the lead roles who are highly qualified and give importance to education. Women-oriented TV programmes are paying great stress on the education of young girls. In a way, these programmes are strengthening the government’s policy of educating girls. Importance of education and cordial relations with peers and teachers are specially stressed in these programmes like ‘Anandi’ of ‘Balika Vadhu’ continued her studies even after getting married in childhood. Education of girls is as important as that of boys. By watching these programmes the young girls get inspiration to be educated like their ideals. On the contrary, there are some negative characters also in these programmes, who are always busy in misdeeds and planning conspirations. But their result is very apt to their behaviour that gives a message to young girls to stay away from vices.

Thus, the finding that High Impact of women-oriented TV programmes group has significantly better Educational Self-concept than Low Impact of women-oriented TV programmes group.

5.3.1.5 Interpretation and Discussion of results of Moral Self-concept based on Table 5.3:

The perusal of table 5.3 shows that t-ratio between Mean scores of High and Low groups of Impact of Women-oriented TV programmes on the variable of Moral Self-concept is found to be significant at .01 level of significance as t-ratio of 7.148 is more than the table value of 2.59 (for 376 degrees of freedom) at .01 level of significance. The significant t-ratio
indicates that two groups have yielded significantly different mean scores on Moral Self-concept.

Hence, the hypothesis 4(e) stating that there exists no significant difference between High and Low Impact of Women-oriented TV programmes groups on the variable of Moral Self-concept is refuted.

The result indicates that there is significant difference between High and Low Impact of Women-oriented TV programmes group on the Moral Self-concept. In order to determine which group has significantly better Moral Self-concept, means of two groups were compared. Since mean scores of High group is 34.34 and Low group is 28.98, it can be concluded that High Impact of Women-oriented TV programmes group has significantly better Moral Self-concept than Low Impact of Women-oriented TV programmes group.

Moral self-concept is Individuals’ estimation of their moral worth; right and wrong activities. Morals are gaining great importance as our young generation is lacking morals and values, consequently our culture is getting degenerated.

The possible reason for this result could be that women-oriented TV programmes are paying great stress on the values and morals in life. Women-oriented TV programmes portray women characters as protagonists and morally ideal picture of a woman. For instance, ‘Prerna’ of ‘Kasauti Zindagi Kay’ does never hurt feelings of anyone. Morals and values are of great importance to her. These programmes show characters having high morals. The female leading actors are depicted as morally responsible. All the positive traits of these actors inspire the high school girls to be like them. They imitate these characters and learn the morally desirable behavior unknowingly. They aspire to be like their ideals. It is not that only positive side is depicted in these programmes, there are also some negative and immoral characters. But they have to pay price for their bad behaviour as ultimately they have to suffer.

Thus, the finding that High Impact of women-oriented TV programmes group has significantly better Moral Self-concept than Low Impact of women-oriented TV programmes group.
5.3.1.6 Interpretation and Discussion of results of Intellectual Self-concept based on Table 5.3:

The perusal of table 5.3 shows that t-ratio between Mean scores of High and Low groups of Impact of Women-oriented TV programmes on the variable of Intellectual Self-concept is found to be significant at .01 level of significance as t-ratio of 7.459 is more than the table value of 2.59(for 376 degrees of freedom) at .01 level of significance. The significant t-ratio indicates that two groups have yielded significantly different mean scores on Intellectual Self-concept.

Hence, the hypothesis 4(f) stating that there exists no significant difference between High and Low Impact of Women-oriented TV programmes groups on the variable of Intellectual Self-concept is also rejected.

This implies that there is significant difference between High and Low Impact of Women-oriented TV programmes group on the Intellectual Self-concept. In order to determine which group has significantly better Intellectual Self-concept, means of two groups were compared. Since mean scores of High group is 34.90 and Low group is 28.86, it can be concluded that High Impact of Women-oriented TV programmes group has significantly better Intellectual Self-concept than Low Impact of Women-oriented TV programmes group.

Intellectual self-concept is an individuals’ awareness of his or her intelligence and capacity of problem solving and judgment.

The possible reason for this result could be that women-oriented TV programmes depict such leading characters who possess great intellectual capabilities. They are not just beautiful characters without brain. They have good intellectual abilities like 'Kareena' of 'Kareena Kareena'. She solves her problems on her own intelligently. She has great presence of mind, is very intelligent and witty. The young girls watching these programmes want to be just like their role models. They also want to be intellectual like them. They learn to deal with difficult situations with the help of these programmes. On the contrary, there are some negative characters like 'Komolika' who use their
intelligence in a negative manner in creating problems for others. But they discourage the young girls to go on the path of negativity and vices.

Thus, the finding that High Impact of women-oriented TV programmes group has significantly better Intellectual Self-concept than Low Impact of women-oriented TV programmes group.

5.3.1.7 Interpretation and Discussion of results of Overall Self-concept based on Table 5.3:

The perusal of table 5.3 shows that t-ratio between Mean scores of High and Low groups of Impact of Women-oriented TV programmes on the variable of Overall Self-concept is found to be significant at .01 level of significance as t-ratio of 14.846 is more than the table value of 2.59 (for 376 degrees of freedom) at .01 level of significance. The significant t-ratio indicates that two groups have yielded significantly different mean scores on Overall Self-concept.

Hence, the hypothesis 4(g) stating that there exists no significant difference between High and Low Impact of Women-oriented TV programmes groups on the variable of Overall Self-concept is not accepted.

It means that there is significant difference between High and Low Impact of Women-oriented TV programmes group on the Overall Self-concept. In order to determine which group has significantly better Overall Self-concept, means of two groups were compared. Since mean scores of High group is 211.05 and Low group is 178.58, it can be concluded that High Impact of Women-oriented TV programmes group has significantly better Overall Self-concept than Low Impact of Women-oriented TV programmes group.

Self-concept is the picture or image a person has of him. It is an individual’s total appraisal of one’s appearance, background and origin. Encyclopedic Dictionary of Psychology (2001) stated - that self-concept is a global evaluation made about one’s own personality.
The possible reasons for this significant difference could be that the characterization of heroines in these programmes is very strong, assertive and responsible. These programmes depict heroines as having strong self-identity. Their characters inculcate the idea of self in young girls. The lead character like ‘Tulsi’ of ‘Kyunki Saas Bhi Kabhi Bahu Thi’ possesses all the positive traits in her. She has the qualities of a good wife, good daughter-in-law, good mother and many more. On the other hand, the negative characters present the extreme contrast to the lead characters. The high school girls start asserting their identity, they think they also have a unique personality of their own. The high school girls want to imitate the traits of the positive characters shown in these programmes. All these traits of heroines exert influence on the Overall self-concept of young girls in a very positive manner. These heroines become role models for the high school girls and they try to imitate their qualities. Hence High group of Impact of Women-oriented TV programmes have higher overall self-concept.

Thus, the finding that High Impact of women-oriented TV programmes group has significantly better Overall Self-concept than Low Impact of women-oriented TV programmes group.
Table 5.4

<table>
<thead>
<tr>
<th>Variable</th>
<th>Category of Impact of WOTVP</th>
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<th>df</th>
<th>SD</th>
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<td>376</td>
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<td>1.299</td>
<td>-11.382**</td>
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<td>7.79</td>
<td>376</td>
<td>2.567</td>
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<td>376</td>
<td>1.351</td>
<td>-13.370**</td>
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<td>8.14</td>
<td>376</td>
<td>2.02</td>
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<td>376</td>
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<td>-12.706**</td>
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<td>8.04</td>
<td>376</td>
<td>2.519</td>
<td></td>
</tr>
</tbody>
</table>

* Significant at .05 level (t376 = 1.97)
** Significant at .01 level (t376 = 2.59)

5.3.1.8 Interpretation and Discussion of results of Emotional Adjustment based on Table 5.4:

The perusal of table 5.4 shows that t-ratio between Mean scores of High and Low groups of Impact of Women-oriented TV programmes on the variable of Emotional Adjustment is -11.382 found to be significant at .01 level of significance as the absolute value of t-ratio i.e. 11.382 is more than the table value of 2.59 (for 376 degrees of freedom) at .01 level of significance. The significant t-ratio indicates that two groups have yielded significantly different mean scores on Emotional Adjustment.

Hence, the hypothesis 5(a) stating that there exists no significant difference between High and Low Impact of Women-oriented TV programmes groups on the variable of Emotional Adjustment is refuted.

This indicates that there is significant difference between High and Low Impact of Women-oriented TV programmes group on the Emotional Adjustment. In order to determine which group has significantly better Emotional Adjustment, means of two groups were compared. It is important to mention here that a low score one Emotional Adjustment implies better
adjustment and vice-versa. Since mean scores of High group is 2.97 and Low group is 7.79, it can be concluded that High Impact of Women-oriented TV programmes group has significantly better Emotional Adjustment than Low Impact of Women-oriented TV programmes group.

Emotional Adjustment is the ability to be emotionally stable-having control over one's emotions. The problem of emotional adjustment has become a crucial one in modern times as cases of stress and depression are increasing day by day.

The reason for the significant difference could be that women-oriented TV programmes depict such characters who are well-adjusted emotionally. The heroines are portrayed as having strong control over their emotions. For instance, 'Prerna' of 'Kasauti Zindagi Kay' is depicted as emotionally very strong. She does not lose her temper easily. She is tolerant and has a lot of patience. The emotional strength of these characters inspires the high school girls to be emotionally strong as well. They learn to face the difficult situations in an effective manner by imitating their role models. On the contrary the negative characters are emotionally weak and unstable. Their portrayal teaches the young girls not to act like the negative characters.

Thus, the finding that High Impact of women-oriented TV programmes group has significantly better Emotional Adjustment than Low Impact of women-oriented TV programmes group.

5.3.1.9 Interpretation and Discussion of results of Social Adjustment based on Table 5.4:

The perusal of table 5.4 shows that t-ratio between Mean scores of High and Low groups of Impact of Women-oriented TV programmes on the variable of Social Adjustment -13.370 is found to be significant at .01 level of significance as the absolute value of t-ratio i.e. 13.370 is more than the table value of 2.59 (for 376 degrees of freedom) at .01 level of significance. The significant t-ratio indicates that two groups have yielded significantly different mean scores on Social Adjustment.
Hence, the hypothesis 5(b) stating that there exists no significant difference between High and Low Impact of Women-oriented TV programmes groups on the variable of Social Adjustment is rejected.

This implies that there is significant difference between High and Low Impact of Women-oriented TV programmes group on the Social Adjustment. In order to determine which group has significantly better Social Adjustment, means of two groups were compared. It is important to mention here that a low score on Social Adjustment implies better adjustment and vice-versa. Since mean scores of High group is 3.46 and Low group is 8.14, it can be concluded that High Impact of Women-oriented TV programmes group has significantly better Social Adjustment than Low Impact of Women-oriented TV programmes group.

Social Adjustment enables greater satisfaction in social living. It is the outcome of the individual's efforts to deal with stress and meet his social needs. It is ability of a person to adjust in his social set-up. The problem of social adjustment has become a crucial one in modern times as society is breaking up and individuals are leading an alienated life.

The reason for this result could be that women-oriented TV programmes depict such characters who are well-adjusted in their society. The heroines are portrayed as very well adjusted in their social scenario. For instance 'Pratima' playing the title role in the serial is shown very adaptive socially. She is liked by everyone in her acquaintance because of her social behavior. She is very helpful, kind and affectionate. On the contrary, the negative behaviour of vamps is disliked by all. The adaptive qualities of these characters inspire the High School girls to be adaptive as well. They learn to be socially adaptive by imitating their role models. The young girls unknowingly become social by watching Women-oriented TV programmes.

Thus, the finding that High Impact of women-oriented TV programmes group has significantly better Social Adjustment than Low Impact of women-oriented TV programmes group.
5.3.1.10 Interpretation and Discussion of results of Educational 
Adjustment based on Table 5.4:

The perusal of table 5.4 shows that t-ratio between Mean scores of 
High and Low groups of Impact of Women-oriented TV programmes on the 
variable of Educational Adjustment -12.706 is found to be significant at .01 
level of significance as the absolute value of t-ratio i.e. 12.706 is more than 
the table value of 2.59 (for 376 degrees of freedom) at .01 level of 
significance. The significant t-ratio indicates that two groups have yielded 
significantly different mean scores on Educational Adjustment.

Hence, the hypothesis 5(c) stating that there exists no significant 
difference between High and Low Impact of Women-oriented TV programmes 
groups on the variable of Educational Adjustment is not accepted.

The result indicates that there is significant difference between High 
and Low Impact of Women-oriented TV programmes group on the 
Educational Adjustment. In order to determine which group has significantly 
better Educational Adjustment, means of two groups were compared. It is 
important to mention here that a low score one Educational Adjustment 
implies better adjustment and vice-versa. Since mean scores of High group is 
2.81 and Low group is 8.04, it can be concluded that High Impact of Women- 
oriented TV programmes group has significantly better Educational 
Adjustment than Low Impact of Women-oriented TV programmes group.

Educational adjustment implies how well an individual adjusts in his 
educational life. Educational Adjustment enables greater satisfaction in 
educational life, school life, and relation with peers and teachers. It is the 
outcome of the individual's efforts to deal with stress and meet his educational 
needs. The problem of educational adjustment has become a crucial one in 
modern times as there is cut-throat competition in the field of education.

The reason for this result could be that women-oriented TV 
programmes depict such characters who are well-adjusted in their educational 
set-up. The heroines are portrayed as highly educated and give great 
importance to their education, school life, relation with peers and teachers.
For instance ‘Jassi’ of ‘Jassi Jaisi Koi Nahin’ and ‘Kareena’ of ‘Kareena Kareena’ are highly qualified characters, and they are depicted as professionally successful as working women. Educational qualification of these characters inspires the adolescent girls to be educated like them by imitating their role models. The young girls understand the significance of studies in their lives by viewing these programmes. On the other hand, the negative characters teach the young girls to not acquire negative attributes.

Thus, the finding that High Impact of women-oriented TV programmes group has significantly better Educational Adjustment than Low Impact of women-oriented TV programmes group.

5.3.1.11 Interpretation and Discussion of results of Overall Adjustment based on Table 5.4:

The perusal of table 5.4 shows that t-ratio between Mean scores of High and Low groups of Impact of Women-oriented TV programmes on the variable of Overall Adjustment -14.301 is found to be significant at .01 level of significance as the absolute value of t-ratio i.e. 14.301 is more than the table value of 2.59 (for 376 degrees of freedom) at .01 level of significance. The significant t-ratio indicates that two groups have yielded significantly different mean scores on Overall Adjustment.

Hence, the hypothesis 5(d) stating that there exists no significant difference between High and Low Impact of Women-oriented TV programmes groups on the variable of Overall Adjustment is rejected.

This indicates that there is significant difference between High and Low Impact of Women-oriented TV programmes group on the Overall Adjustment. In order to determine which group has significantly better Overall Adjustment, means of two groups were compared. It becomes necessary to mention here that a low score one Emotional Adjustment implies better adjustment and vice-versa. Since mean scores of High group is 9.19 and Low group is 24.04, it can be concluded that High Impact of Women-oriented TV programmes group has significantly better Overall Adjustment than Low Impact of Women-oriented TV programmes group.
Adjustment is a dynamic and ever-changing process. According to MERRIAM WEBSTER’S COLLEGIATE DICTIONARY (2001) – adjustment is the act or process of adjusting, a correction or modification to reflect actual conditions. The problem of Adjustment has become a crucial one in today’s world.

The reason for this significant difference could be that women-oriented TV programmes depict such characters that are well-adjusted in their set-up. The heroines are portrayed as very well adjusted in their social, educational emotional scenario. The adaptive qualities of ‘Parvati’ of ‘Kahani Ghar Ghar Ki’ inspire the high school girls to be adaptive as well. She very easily adapts herself to the toughest of situations. Her portrayal exerts positive impact on the young minds of High School girls. They learn to be adaptive by imitating their role models. On the contrary, the negative characters are mal-adjusted and they do not get along with the other characters. Ultimately they have to suffer alone on account of their wrong doings.

Thus, the finding that High Impact of women-oriented TV programmes group has significantly better Overall Adjustment than Low Impact of women-oriented TV programmes group.
Table 5.5

\[ \text{t-ratios between mean scores of High and Low groups of Impact of Women-oriented TV programmes on the variable of Overall Attitude towards life and its dimensions.} \]

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<td>189</td>
<td>61.67</td>
<td></td>
<td>12.963</td>
<td></td>
</tr>
<tr>
<td>Attitude towards Moral life</td>
<td>High group</td>
<td>189</td>
<td>76.76</td>
<td>376</td>
<td>14.204</td>
<td>4.850**</td>
</tr>
<tr>
<td></td>
<td>Low group</td>
<td>189</td>
<td>63.82</td>
<td></td>
<td>13.302</td>
<td></td>
</tr>
</tbody>
</table>

* Significant at .05 level \((t_{376} = 1.97)\)

** Significant at .01 level \((t_{376} = 2.59)\)

5.3.1.12 Interpretation and Discussion of results of Attitude towards Religious life based on Table 5.5:

The perusal of table 5.5 shows that t-ratio between Mean scores of High and Low groups of Impact of Women-oriented TV programmes on the variable of Attitude towards Religious life is found to be significant at .01 level of significance as t-ratio of 4.756 is more than the table value of 2.59 (for 376 degrees of freedom) at .01 level of significance. The significant t-ratio indicates that two groups have yielded significantly different mean scores on Attitude towards Religious life.

Hence, the hypothesis 6(a) stating that there exists no significant difference between High and Low Impact of Women-oriented TV programmes groups on the variable of Attitude towards Religious life is refuted.
It means that there is significant difference between High and Low Impact of Women-oriented TV programmes group on the Attitude towards Religious life. In order to determine which group has significantly better Attitude towards Religious life, means of two groups were compared. Since mean scores of High group is 96.46 and Low group is 83.08, it can be concluded that High Impact of Women-oriented TV programmes group has significantly better Attitude towards Religious life than Low Impact of Women-oriented TV programmes group.

Attitude towards Religious life denotes one’s attitude towards religion, one’s faith in spirituality and God. Religious Attitudes determine the actions of human beings. Religion and spirituality has become very important in today’s world of war and crime. All the religions teach same principles of goodness to humanity.

The reason for this result could be that Women-oriented TV programmes depict such female characters that are modern but still very religious and spiritual. The heroines are portrayed as having positive Attitude towards Religious life and give great importance to spirituality in their life, while vamps are depicted as involved in negative activities. They are not God-fearing, they believe in doing misdeeds. It is also shown that God helps the lead characters and the conspiring schemes of negative characters fail. In most of the programmes, the lead characters are shown as having unshakable faith in Almighty, like ‘Tulsi’, ‘Pratima’ and ‘Parvati’. Such characterization inspires the young girls to be religious like them by imitating their role models. The young girls understand the significance of religion and spirituality for a peaceful existence by viewing these programmes.

Thus, the finding that High Impact of women-oriented TV programmes group has significantly better Attitude towards Religious life than Low Impact of women-oriented TV programmes group.
5.3.1.13 Interpretation and Discussion of results of Attitude towards Family and Marital life based on Table 5.5:

The perusal of table 5.5 shows that t-ratio between Mean scores of High and Low groups of Impact of Women-oriented TV programmes on the variable of Attitude towards Family and Marital life is found to be significant at .01 level of significance as t-ratio of 7.654 is more than the table value of 2.59 (for 376 degrees of freedom) at .01 level of significance. The significant t-ratio indicates that two groups have yielded significantly different mean scores on Family and Marital life.

Hence, the hypothesis 6(b) stating that there exists no significant difference between High and Low Impact of Women-oriented TV programmes groups on the variable of Attitude towards Family and Marital life is not accepted.

This indicates that there is significant difference between High and Low Impact of Women-oriented TV programmes group on the Attitude towards Family and Marital life. In order to determine which group has significantly better Attitude towards Family and Marital life, means of two groups were compared. Since mean scores of High group is 141.97 and Low group is 96.74, it can be concluded that High Impact of Women-oriented TV programmes group has significantly better Attitude towards Family and Marital life than Low Impact of Women-oriented TV programmes group.

Family is the smallest unit of society. Family implies the feeling of togetherness and oneness in the members of family. Marriage implies union of two beings. Attitude towards family and marriage is important in life as no one can exist alone.

The reason for this significant difference could be that women-oriented TV programmes depict such characters who understand the importance of Family and Marriage in life. The heroines are portrayed as having cordial relations with their family members and give great importance to their married life. The cordial social behaviour of popular of heroines like, ‘Parvati’ and ‘Henna’ inspires the High School girls to be social like them by
imbibing the social qualities of their role models. In most of these programmes, the joint family system is depicted. The young girls understand the significance of family and marriage in their lives by viewing these programmes. The negative characters are always busy in breaking relations and suffering and punishment given to negative characters discourage the young girls from indulging in misdeeds.

Thus, the finding that High Impact of women-oriented TV programmes group has significantly better Attitude towards Family and Marital life than Low Impact of women-oriented TV programmes group.

5.3.1.14 Interpretation and Discussion of results of Attitude towards Professional life based on Table 5.5:

The perusal of table 5.5 shows that t-ratio between Mean scores of High and Low groups of Impact of Women-oriented TV programmes on the variable of Attitude towards Professional life is found to be significant at .01 level of significance as t-ratio of 7.261 is more than the table value of 2.59 (for 376 degrees of freedom) at .01 level of significance. The significant t-ratio indicates that two groups have yielded significantly different mean scores on Attitude towards Professional life.

Hence, the hypothesis 6(c) stating that there exists no significant difference between High and Low Impact of Women-oriented TV programmes groups on the variable of Attitude towards Professional life is also rejected.

This implies that there is significant difference between High and Low Impact of Women-oriented TV programmes group on the Attitude towards Professional life. In order to determine which group has significantly better Attitude towards Professional life, means of two groups were compared. Since mean scores of High group is 81.27 and Low group is 64.14, it can be concluded that High Impact of Women-oriented TV programmes group has significantly better Attitude towards Professional life than Low Impact of Women-oriented TV programmes group.
Profession is one's job or occupation. Nowadays, females are also serious about their profession. Attitude towards Professional life implies the attitude one has about one's profession.

The reason for this result could be that women-oriented TV programmes portray women characters in the lead roles who have positive Attitude towards Professional life, they are economically independent. The heroines like 'Jassi', 'Anandi' and 'Kareena' are portrayed as highly educated and give great importance to their profession. On the other hand, the negative characters are always involved in creating problems for everyone. They have destructive thinking, but finally they have to pay for their misdeeds. The economic independence of positive characters inspires the young girls to be professionally successful like them in future by imitating their role models. The young girls understand the significance of having a positive attitude towards their professional life by watching these programmes.

Thus, the finding that High Impact of women-oriented TV programmes group has significantly better Attitude towards Professional life than Low Impact of women-oriented TV programmes group.

5.3.1.15 Interpretation and Discussion of results of Attitude towards Educational life based on Table 5.5:

The perusal of table 5.5 shows that t-ratio between Mean scores of High and Low groups of Impact of Women-oriented TV programmes on the variable of Attitude towards Educational life is found to be significant at .01 level of significance as t-ratio of 10.536 is more than the table value of 2.59 (for 376 degrees of freedom) at .01 level of significance. The significant t-ratio indicates that two groups have yielded significantly different mean scores on Attitude towards Educational life.

Hence, the hypothesis 6(d) stating that there exists no significant difference between High and Low Impact of Women-oriented TV programmes groups on the variable of Attitude towards Educational life is refuted.

It means that there is significant difference between High and Low Impact of Women-oriented TV programmes group on the Attitude towards
Educational life. In order to determine which group has significantly better Attitude towards Educational life, means of two groups were compared. Since mean scores of High group is 88.51 and Low group is 61.67, it can be concluded that High Impact of Women-oriented TV programmes group has significantly better Attitude towards Educational life than Low Impact of Women-oriented TV programmes group.

Attitudes towards Educational life play a very significant role in life. Education is the process of learning from formal as well as non formal sources. Attitude towards education here implies to understand the importance of education in life. To have a positive attitude towards educational life and school life is of great significance in today's world of cut-throat competition.

The reason for this result could be that women-oriented TV programmes depict such characters that have positive attitude towards education. The heroines are portrayed as highly educated and give great importance to their education. The positive attitude towards education, peers, teachers of characters like ‘Pratima’ and ‘Jassi’ inspire the young girls to be educated like them by imitating their role models. The young girls understand the significance of education, relations with their peers and teachers in their lives by watching these programmes. The negative characters are shown as less educated, as they have not used their education in their practical life. For they behave like an uneducated and insensitive person. But they are disliked universally, by one and all.

Thus, the finding that High Impact of women-oriented TV programmes group has significantly better Attitude towards Educational life than Low Impact of women-oriented TV programmes group.

5.3.1.16 Interpretation and Discussion of results of Attitude towards Moral life based on Table 5.5:

The perusal of table 5.5 shows that t-ratio between Mean scores of High and Low groups of Impact of Women-oriented TV programmes on the variable of Attitude towards Moral life is found to be significant at .01 level of
significance as the t-ratio of 4.850 is more than the table value of 2.59 (for 376 degrees of freedom) at .01 level of significance. The significant t-ratio indicates that two groups have yielded significantly different mean scores on Attitude towards Moral life.

Hence, the hypothesis 6(e) stating that there exists no significant difference between High and Low Impact of Women-oriented TV programmes groups on the variable of Attitude towards Moral life is not accepted.

The result indicates that there is significant difference between High and Low Impact of Women-oriented TV programmes group on the Attitude towards Moral life. In order to determine which group has significantly better Attitude towards Moral life, means of two groups were compared. Since mean scores of High group is 76.76 and Low group is 63.82, it can be concluded that High Impact of Women-oriented TV programmes group has significantly better Attitude towards Moral life than Low Impact of Women-oriented TV programmes group.

Attitude towards Moral life implies to understand the importance of morals and values in human life. Morals are of great importance for human existence. In today’s world of war, worry, crime and strain morals have become even more important.

The reason for this result could be that women-oriented TV programmes depict such characters that have high morals and values. The heroines are portrayed as having positive attitude towards values and morals, which are an essential part of our culture. The high morals of the heroines like ‘Tulsi’, ‘Kashish’ and ‘Henna’ inspire the young girls to be like them by imitating their ideals. The morally righteous behaviour of these characters presents an ideal for the young girls. In this way, the young girls understand the significance of values and morals in their lives by viewing these programmes. The negative portrayal of vamps helps the young girls to stay away from negative and destructive thinking.
Thus, the finding that High Impact of women-oriented TV programmes group has significantly better Attitude towards Moral life than Low Impact of women-oriented TV programmes group.

5.3.1.17 Interpretation and Discussion of results of Overall Attitude towards life based on Table 5.5:

The perusal of table 5.5 shows that t-ratio between Mean scores of High and Low groups of Impact of Women-oriented TV programmes on the variable of Overall Attitude towards life is found to be significant at .01 level of significance as the t-ratio of 6.806 is more than the table value of 2.59 (for 376 degrees of freedom) at .01 level of significance. The significant t-ratio indicates that two groups have yielded significantly different mean scores on Overall Attitude towards life.

Hence, the hypothesis 6(f) stating that there exists no significant difference between High and Low Impact of Women-oriented TV programmes groups on the variable of Overall Attitude towards life is also rejected. This implies that there is significant difference between High and Low Impact of Women-oriented TV programmes group on the Overall Attitude towards life. In order to determine which group has significantly better Overall Attitude towards life, means of two groups were compared. Since mean scores of High group is 485.63 and Low group is 417.79, it can be concluded that High Impact of Women-oriented TV programmes group has significantly better Overall Attitude towards life than Low Impact of Women-oriented TV programmes group.

Attitudes are very important in studying human behaviour. Overall Attitude towards life means an individual’s attitude towards various aspects of life namely, religion, family and marriage, profession, education and moral. To have an optimistic attitude in life is very important.

The reason for this result could be that women-oriented TV programmes depict such characters that have positive Attitude towards life. The heroines are portrayed as highly optimistic even in worst of situations. The optimistic behaviour of ‘Jassi’, ‘Kashish’ and ‘Tulsi’ inspires the high
school girls to be positive in life just like them, while facing the most testing situations. The young girls understand the significance of having a positive attitude while facing the difficult situations of life by watching these programmes, as optimism is very important to succeed in all the spheres of life. On the contrary the negative characters warn the young girls against indulging in misdeeds and doing bad to others.

Thus, the finding that High Impact of women-oriented TV programmes group has significantly better Overall Attitude towards life than Low Impact of women-oriented TV programmes group.