Chapter-VII

Findings and conclusion
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The aim of the present study was to assess the television and cultural orientation among Indian urban middle class women in Guwahati city of Assam by examining their media habits and exposure and cultural orientation through different related messages disseminated to them through TV.

In the findings it is found that the respondents are mostly female having minimum graduate level of education, mostly married and housewives, students or unemployed with an average consumption of household articles who have their savings bank accounts in their names, living in nuclear family system mostly in flat type of houses, health conscious, knowing mostly Assamese, Hindi, English and their own mother tongue as Bengali/Manipuri/Assamese, participating in festivals or occasions occasionally, believe in social mobility, having interest in music, dance, owning their own TV set, radio, mobile sets, simultaneously more than half of the respondents have WLL connection, one fourth of the respondents are having digital literacy using internet at home mostly for emails, downloading and entertainment purposes. Out of these few are using for official purposes. Everyone is subscribing newspapers mostly the highly circulated local English and regional dailies, reading magazines of national standard, along with regional magazines too. Regarding listening of radio they listen to mostly FM channels or for entertainment purposes where TV is viewed by the
majority daily. They also visit cinema hall to view films for at least once in three months but mostly viewed by them at home through VCDs or home theatre, they prefer TV than radio, receiving letter 1-5 nos in a week mostly by speed post.

Regarding TV they prefer satellite or cable channels than Doordarshan where they have access to all the national, international and local channels and TV is viewed by the subjects almost every day preferably mostly at noon and in the prime time hours. TV is viewed mostly at home. Majority of the subjects prefer to watch soaps and serials and mostly family soaps, followed by musical reality shows. Majority prefer to watch the programmes in cable TV than national channel of Doordarshan. But sometime they face noise problem due to house hold work or due to family parameters, satellite problem, lack of time, or due to technical or signal problem. They liked the family soaps and serials in both cable channels and national channel where some respondents focus on costumes and jewelleries or materialistic culture that are focused in the programmes.

(The respondents prefer the theme based mainly on family issues which are to some extent reflect the daily happenings taking place in the lives of common man, very few of them are focusing on Indian culture traditions and customs and they watch these along with other family members. Women representation, well it is there but mostly they are portrayed as graceful and in a negative role. Very few instances are there where they are shown as self dependent, showing respect to her own
traditions and values, confident, self reliant, competent and powerful. Notably women are portrayed in a traditional role but it is the other side of the coin, always suppressed never taking part in decision making procedure remains in purdah, fear to speak or demand for herself. More than half of the subjects feel that there is no proper representation of Indian culture in the programmes. It is reflected the value of Indian joint family system which binds together the members of the family is vanishing from the Indian TV programmes slowly and gradually, and mostly it is visible in case of cable channels programmes. The traditional practices is hard to find in the programmes specifically in cable channels programmes but somewhat maintained in Doordarshan programmes but that is also gradually becoming less due to the stiff competition thrown in the market by the heavy production houses. Major output is that the respondents are getting entertained and passing their leisure time. Basically the programmes are centering materialistic culture or western culture is being promoted through these programmes, in return which the respondents they too now follow these materialistic culture in their lives as costumes, interior decoration, kids style, home keeping, etc. The programmes are so framed keeping in mind to capture the ad market so as to generate maximum revenue and highest TRP, and the grasp the audience market which has become the sole strategy behind the scene of the programmes. Changes are there in the format of the programmes of the channels and these are in the settings of the programmes, themes and style of presentation, costumes and jewelleries, wardrobes of the characters, previously reality shows were not there now lots of programmes are based on reality shows which is also catering the taste of
the audience well, etc. Most of the subjects feel that the cable/satellite channel programmes are distorting traditional values and elements by attacking on them or making mockery on them as compared to Doordarshan. In case of cable channels or satellite channels (dance/musical reality shows, soaps and serials, youth programmes) there is an overwhelming endorsement of crime & violence and vulgarity and indecency, no promotion of moral or ethical values as compared to Doordarshan, in reality which are the key ingredients of today’s’ channels programmes and which has become a taste for young generation. In case of Doordarshan more than half of the subjects feel that to some extent the programmes that are telecasted are still now trying to promote moral or ethical values. Regarding noise they find it mostly due to the time that is due to heavy load shedding, lack of time by the service holders, surrounding noise problem or signal problems and low quality of pictures and sound in case of Doordarshan.

Conclusion:

Regarding culture and traditions, values and customs majority finds that they are being distorted with no promotion or advocacy for moral or ethical values. There is overwhelming endorsement of crime and violence, vulgarity and indecency which is affecting the demeaning the Indian culture and tradition in some way or the other. Many women are shown on the small screen as ambitious, unscrupulous dare devils who smoke, drink, manipulate and even murder. Film based and dance based programmes typically carry double meanings, with vulgar gestures and
costumes. Programmes on youth and education are rare to be found in satellite channel except in Doordarshan. Still then if campus shows are telecasted they also focus on college going youth indulging in anything and everything except education.

Mere mention of the word 'India' signifies a place of cultural heritage as well as diversity. But the cultural legacy that is being shown to the whole world is becoming a thing of history in metropolitan cities. On one side our so-called rich culture is enjoyed and really being admired but on the other side we find discotheques full of young guys and girls. Secondly, joint family tradition; one of the biggest assets of India is now vanishing under the shadow of the so-called western culture as focused heavily by TV. Nuclear families are taking place of many years' old values. Youth of today are more interested in their privacy rather than enjoying their lives with others. Individualization has broken up the joint family system. Moreover, the traditional practices that were part and parcel of everyone’s routine lives are slowly and gradually getting erased. Regarding moral values, this is also reflecting a gloomy picture as in the aforementioned chapters from the discussion it is quite clear that the present generation hardly respects our tradition, culture, values and norms. As norms they feel that these are hindrances for their so-called modernity or modern thinking. Most of the subjects or respondents feel that in the present days the generation that is coming to the forefront will have rare knowledge on moral values. Because they don’t know the importance of customs, rituals, practices, norms and values in our Indian society. They just are the imitators of the western society, their culture
and practices. A huge number of respondents accept that media change their life styles. They replied that they change their interiors, curtains, pottery, cutlery, toiletries etc. as shown in television. The respondents of some senior ages also feel random changes in their own lives as they say that they have become much more conscious about dresses that they wear, behavior, privacy and tolerance, etc.— a basic change that has come in their lives. Respondents opined that their whole lives are being affected by the media in several ways, not to talk about clothing, talking manner, perception of the social norms etc. As electronic media has captured a vast mass in India and has acquired a phenomenal growth in last decade. They feel that they adopt several social cultural stimuli to achieve socio cultural aspects in their dressing sense, shopping, life style, cultural norms and values, all being affected due to impact of television.

It has become a matter of great concern that our traditions and culture, its norms and values will remain only in the pages of books or scriptures and become a history. All are now becoming a copy-cat to all other nations and may lose own individuality, the area of major concern for all to give a serious thought. The reason is because, everyone now want another image, and don’t want to be the olden – day - traditional country, which still hasn’t become the so-called ‘modern’, even in the 21st century. Actually nobody wants to look like imposters to all other well-developed countries. India is not an imposter to other nations, it never has been, but of course she will if the people of today continue to do everything they watch on cable TV.
Socially, one of the greatest problems plaguing today is the consequences of westernization. Indian’s have eroticized the culture of western nations to such a degree where they do not realize that they are constantly consuming high priced merchandise at the expense of their own enriched diverse culture. The Indian economy is so motivated by the capital gain from multinationals that they often try to counterbalance the impact of the western images by enforcing radical Nationalistic themes. The growing popularity of television in all parts of India is therefore making way for a homogenized Indian culture whose cultural identity is becoming ever so fragile.

In this study, regarding culture it is taken into account that culture is learnt. The cultural values and beliefs not being universal, TV’s influence in the importation of western values and beliefs that are at variance with Indian values and belief systems is considered strong in view of the invasion of satellite TV, stiff market competition, enormous pressure to capture the highest TRP so as to get heavy flow of sponsors and advertisements in return so as to generate surplus revenue, holding good percentage of shares in the stock market etc in recent years. One of the main area where the impact of TV can be felt at best is on traditional Indian culture and values which had the most discernible adverse impact that concerns the declining popularity of various traditional art forms. In the present modern era, market economy as already been highlighted, the patronage of the ruling elite’s in ancient years has been replaced by patronage form corporation houses or big tycoons firms through sponsorship and advertisements who crave for western arts and art forms than Indian art and its forms. As television viewing is becoming more
programmeable in recent days, a day will come when viewers will easily be able to trace out or rather screen out the programmes they really want to continue with. If properly programmes are edited, the adverse effects of the TV can be minimized to a great extent if not totally avoided.

It can be confirmed through analysis that TV causes cultural distortions of the kind discussed which has become a matter of grave concern for all. Yet there are certain section not only the respondents but some production houses who are still trying to hold to their own root which is the main identity of the nation and its inhabitants at large.