Chapter - VII
Summary and Conclusion
The endeavour of this study has been to investigate the impact of T.V. serials on social attitudes of women in Silchar Town of Assam. Very few studies have been so far conducted in this town.

Thus, the Chapter - I of this research paper discusses the framework of the study which includes the introduction, the statement of the problem, techniques which were used for collecting data for the study, etc.

Chapter - II discusses the history of television in India.

The Chapter - III of the study covers the description of the study area.

The Chapter - IV, V and VI presents the demographic profile of the respondents, their exposure to television and the impact of T.V. serials on their social attitudes. The Chapter - IV, V and VI of the study present an account of the data analysis and presentation regarding the problem posed and objectives set in the study which deals with, whether T.V. serials have impact on social attitudes of women in Silchar Town.

Thus, the findings drawn out of the analysis in the Chapter - IV to VI respectively are being presented and discussed in this chapter.

The respondents were taken from the localities of the Silchar Town of which all are female as the study is centred on female community.

After analysing the Chapter - IV, which discuss mainly the demographic profile of the respondents in Silchar Town reveals that (41.42 per cent) of the respondents belong to the category of 18-28 years age group, (38.21 per cent) to 29-39 years age group, (15.35 per cent) to 40-50 years age group and only (5.00 per cent) belong to the category of 51-above 60 years age group. Thus, the representation of the first category is the highest and the fourth category is the lowest in the study.

Majority of them believe in Hinduism, little less than half of the population (47.85 per cent) comprises of general caste category followed by scheduled caste (38.21 per cent) and with low representation of other category.

The Bengali community people responding highest in number having Bengali as their mother tongue but at the same time they know the other languages as Hindi and English too.

Out of the total respondents (46.42 per cent) comes from married background, (37.85 per cent) are unmarried and (15.71 per cent) fall in widow category.
A comparative analysis of the respondents educational qualification with father and mother indicates that the level of education of both the father and mother is relatively low in comparison to respondents qualification which is indicator of upward inter generational educational mobility.

Regarding the occupation of the respondents most of the respondents are housewives with (37.85 per cent), (19.64 per cent) are government or non - government service holder, student (16.07 per cent) and (13.21 per cent) unemployed. However, equal number of respondents are professional and pensioner/retire with (4.28 per cent) and (3.92 per cent) are self - employed. Regarding the respondent’s fathers occupation (32.85 per cent) are engaged in business whereas, (43.21 per cent) of the respondent’s mothers are housewives.

Regarding family income more than half (54.28 per cent) of the respondent’s family income were between Rs. 5, 001 - Rs. 10, 000, (5.35 per cent) of the respondents said that their family income were below Rs. 5, 000 and only (3.57 per cent) said their family income were above Rs. 40, 000.

After analysing the Chapter - V, the respondents exposure to television reveals that most of the respondents (96.78 per cent) possess television set, and the respondents with (3.21 per cent) who do not possess television set they watch T.V. in their neighbour’s/relative’s/friend’s house. Majority (85.35 per cent) of the respondents possess one T.V. set and (1.42 per cent) of the respondents possess more than two T.V. sets at their residence.

Majority (81.78 per cent) of the respondents have cable connection followed by DTH with (12.14 per cent), only a few (2.85 per cent) of the respondents have ordinary antenna to watch television. Thus, we can say that private satellite television channels are very common among the respondents and people like to watch them through cable and Direct - To - Home services.

Majority (96.78 per cent) of the respondents watch television at home. But, apart from this obvious fact still there is a sizeable amount (15.71 per cent) of respondents who are watching T.V. in their neighbour’s/relative’s/friend’s house, i.e., also sometimes not always. But for some people television is a must watch medium and they watch at their working place also.
T.V. is viewed by the subjects almost every day preferably mostly at evening hours as they are quite free from their job and at that time they feel relaxed and watches the serials and programmes.

Majority (43.21 per cent) of the respondents watch television for six to eight hours a day, (36.42 per cent) watch for three to five hours a day, and (12.50 per cent) watch more than eight hours a day and the rest (7.85 per cent) respondents watch television one to two hours a day. Thus, on the basis of data we can say that majority of the respondents fall in heavy viewer category. A good amount of population with (36.42 per cent) is moderate viewer, (12.50 per cent) fall in very heavy viewer category and few people with (7.85 per cent) fall in light viewer category.

During the formal discussion and interview with respondents it was found that viewing was less on Sundays as because no soaps/serials are transmitted on Sundays. Moreover, as male members stay at home on Sundays women get less chance to watch T.V.

Majority of the subjects prefer to watch Hindi programmes but they are basically Bengali speaking and thus, they like to watch Bengali programmes also.

Majority (55.71 per cent) of the respondents prefer to watch both random and selective programmes whereas, (44.28 per cent) prefer to watch only selective programmes. The respondents prefer to watch T.V. mostly with their family members. Thus, it shows that television is a very important tool which helps to brings entire family together while watching.

Majority (92.14 per cent) of the subjects gave first preference to serials/soaps followed by feature films or movies with (51.42 per cent) and they prefer to watch more than two channels. The respondents prefer for Star Plus, Zee TV, Sony and so on. Though Silchar is a Bengali’s place most of the viewers are Bengali people. They prefer best Bengali channels like Zee Bangla and ETV Bangla. Most notable point is that sometimes respondents also prefer to watch local channel BTN.

The findings of Chapter - V, have further supported the data which were revealed after the detailed analysis of Chapter - VI.

It reveal that the respondents are not restricted to watch serials only specifically about women rather they are interested to watch serials of various types.

Majority (65.71 per cent) of the respondents prefer serials related to family issues followed by (54.28 per cent) respondents who prefer spiritual or religious serials and little
less than half (48.21 per cent) prefer serials related to Indian culture. A good number of respondents (37.50 per cent) prefer romantic serials and (33.92 per cent) prefer mythological serials. It is also notable that (13.92 per cent) student respondents prefer to watch ultra modern and comedy serials also.

When the respondents were asked as which of the serial they like the most and from their responses it was found that majority (45.00 per cent) of the respondents like the family soaps and serials as ‘Saath Nibhaana Saathiya’ and ‘Yeh Rishta Kya Kehlata Hai’, (29.28 per cent) prefer for ‘Subarnalata’ and ‘Maan Ki Awaaz Pratigya’, (27.50 per cent) prefer for ‘Pavitra Rishta’ and ‘Sasural Simar Ka’. A good number of respondents (25.35 per cent) prefer for religious serial ‘Behula’ while (18.57 per cent) respondents prefer for serial ‘Navya’ based on love story and family drama. A good number of respondents (16.07 per cent) prefer for reality shows as ‘Just Dance’ and (13.21 per cent) prefer for ‘Entertainment Ke Liye Kuch Bhi Karega’. Thus, from the study we can say that majority of the respondents prefer for prime time soaps/serials related to family issues and family drama.

When the respondents were asked to give the reasons behind their likeness, all of the respondents replied that it is a source of entertainment for them as the female members of the family eagerly wait for their favourite shows before the idiot box, (67.85 per cent) respondents said it is an instrument of time pass, recreation and relaxation, (34.64 per cent) replied that they like due to the costumes and jewelleries used, they watch the shows specially, the family serials/soaps. They said that they get new ideas about the costumes and jewelleries after watching the family serials/soaps, and they can exchange their ideas with their friends. While, (29.28 per cent) said they like as it brings the entire family together while they watch the shows. (17.85 per cent) of the respondents replied they like as women empowerment is highlighted, (14.64 per cent) replied they like as it reflects their own culture and traditional set up, etc. A good number of respondents with (14.28 per cent) replied they like the serials due to their favourite actors and actresses and (10.71 per cent) of the respondents replied they like as it gives knowledge on religious/spiritual lessons. (7.14 per cent) students respondents replied they like serial ‘Navya’ as it depict youngsters love and only (3.57 per cent) replied they like as the serials based on family issues or themes somewhat to some extent reflects their everyday realities. They said that it resemblance to the day to day problems and obstacles face by a family in India.
Majority (43.21 per cent) of the respondents think that the family based T.V. serials depict conspiracy and weaken family bonds and relationship, little less followed by the respondents with (42.85 per cent) said serial as ‘Maan Ki Awaaz Pratigya’ highlight women empowerment. The respondents confirm that this kind of T.V. serial can help women to become self-reliant, competent and powerful. The respondents also decoded that at the same time some serials highlight extra-marital affairs which can set a bad impact on the present generation, (39.28 per cent) respondents thought family based T.V. serials also depict domestic violence, (37.85 per cent) said that the religious T.V. serials represents religious faiths of their own religion, (37.50 per cent) thought serial such as ‘Keya Patar Nauko’ depict domestic violence, teaches crimes and also teaches how to wipe away the evidence. A good number of respondents with (29.64 per cent) said serial such as ‘Yeh Rishta Kya Kehlata Hai’ depict family bonds and relationship, promotes Indian culture, religious faiths and glorifies pure love towards each other. The respondents said now-a-days producers produce these kinds of serials very rarely. However, (26.78 per cent) of the respondents thought serial as ‘Saath Nibhaana Saathiya’ promotes Indian culture where women are found dressed up in a traditional Indian sari and at the same time it also depict conspiracy. Thus, from the study it highlights that serials conveyed both positive and negative messages.

Choice of costumes of the respondents were tried to trace out where it was found that majority (74.28 per cent) of the respondents prefer traditional Indian dresses while (25.7 per cent) prefer both traditional and western dresses.

Majority (47.14 per cent) of the respondents say they do not follow the designs of costumes from watching serials while (20.35 per cent) say they follow it rarely. A good number of respondents with (18.57 per cent) agree that they follow it always and (13.92 per cent) say they follow it sometimes. Thus, from the study we can say that in this universe T.V. serials have sufficient influence on the designs of costumes of the people.

Majority of people are not able to critically analyze whether T.V. serials comply with their culture or not. But a good amount of people have negative notion towards it. Some, of the respondents say that there are few serials which affect their culture. It has affected their children education, fashions, morality and their social attitudes. They believe that T.V. serials and films are involved in importing external western values into the life of common people.
The respondents do not have any say regarding promotion of joint families through T.V serials, (23.21 per cent) have negative response to it and (18.57 per cent) have accepted that T.V. serials are playing positive role in promoting joint family values.

Majority (58.21 per cent) of the respondents were neutral during the survey. Out of persons who gave any response majority of the respondents (23.21 per cent) said no to the mentioning and (18.57 per cent) agree that T.V. serials are acting as a boost up to strengthen family bonds and relationships. Thus, on the basis of data we can say that majority of people in this universe are not able to critically analyze the impact of T.V. serials on such complex emotional behaviours. But it is also worth mentioning that a good amount of people have positive notion regarding role of T.V. serials to boost up family bonds and relations. Therefore, we can summarize that T.V. serials have generate impact on boosting family bonds and relationships to some extent.

On asking the respondents whether they support the social system represented in the T.V. serials majority (62.14 per cent) of them strongly disagree to it, (20.71 per cent) said they have no idea regarding this and only (17.14 per cent) respondents said they support the social system to that extent up to which they know it is correct.

Majority (70.35 per cent) of the respondents do not agree to the point that T.V. serials are showing the real picture of our society, (20.71 per cent) say they have no idea regarding this and only (8.92 per cent) respondents agrees that the T.V. serials are showing the real picture of our society.

Regarding whether T.V. serials are affecting the social life of the people majority (40.00 per cent) of the respondents say that it affects the social life of the people to some extent, (26.78 per cent) say it affect very much. (18.21 per cent) of the respondents say they were not sure about the mentioning and (15.00 per cent) respondents strictly denied to the question.

Majority (68.57 per cent) of the respondents believe that T.V. serials broadcast strategically to capture the audience, they say that T.V. serials are made for business oriented operations, while (22.14 per cent) were neutral during the survey and (9.28 per cent) denied to the question.

Regarding whether T.V. serials have changes respondents life or thought majority (45.71 per cent) of the respondents strictly denied to the question, (18.21 per cent) of the respondents agree that T.V serials have changes their life or thought to a large extent, (13.92
per cent) say they were not sure about the mentioning. (11.42 per cent) respondents agree that it has changes their life or thought to somewhat and (10.71 per cent) say almost. The students and young housewives say that serials have changes their life styles, they prefer same design of costumes and jewellery the actress wear in the serials. Some respondents also replied that they change their interiors, curtains, cutlery, toiletries, etc as shown in T.V serials. Some of the respondents also say that they also organize their parents, grand - father and grand - mother’s, marriage anniversary and have get together of the family members. Also the respondents of some senior ages feel random changes in their own lives as they say they have become much more conscious about dresses that they wears, behaviour, privacy, etc. Thus, from the study we can say that T.V. serials have definitely changed people life or thought to some extent.

Majority (70.71 per cent) of the respondents say they have rarely spent a day not glancing their favourite T.V. serial, (14.28 per cent) say they have occasionally spent a day without glancing while (8.92 per cent) say they have never spent a day not glancing the T.V. serial. Only (6.07 per cent) of the respondents said they have always spent their days without serial. Thus, on the basis of data we can say that respondents are very much attached with the T.V. serials that they hardly spent a day without glancing it.

Respondents are so much attach with the T.V. serials that almost all the respondents know the specific time and day of their favourite serial and most of them observe the programme schedule to maintain the time table while (9.64 per cent) ask their family members, (4.28 per cent) ask their friends and (3.21 per cent) ask their neighbours to maintain it.

Regarding T.V. serials role in bringing changes in the women community majority (92.85 per cent) of the respondents have positive notion towards it. Majority (69.28 per cent) of the respondents feels that T.V. serials have brought changes in women’s traditional and cultural practises and costumes, (50.71 per cent) feels that there is a change in life styles while (42.85 per cent) says that there is increase in social mobility and change in self - presentation. However, (32.85 per cent) of the respondents feels that changes has been brought in where women now feel free to speak and she is participating in decision making process.

Regarding whether respondents like to imitate the characters of their favourite actress majority (64.28 per cent) of the respondents strictly deny to the question, (23.21 per cent) say
that they somewhat like to imitate the character of their favourite actress after watching T.V. serials and (12.50 per cent) say they were not sure whether they imitate the characters or not.

When the respondents were asked whether they discuss and analyse T.V. serials majority (72.14 per cent) of the respondents agree to the question, out of which (23.21 per cent) respondents say they discuss and analyse T.V serials with their friends, (17.14 per cent) with their sisters, (16.07 per cent) discuss with their mother and (13.57 per cent) with their neighbours. Only (5.71 per cent) respondents say they discuss and analyse T.V. serials with their husband. Thus, we can say that people finds pleasure to discuss and analyse T.V. serials mostly with their friends.

When the respondents were asked whether they engage themselves in household activities, (36.78 per cent) say they sometimes engage themselves in household activities, (22.14 per cent) say they frequently engage themselves in household activities while (17.14 per cent) respondents say very often they engage themselves in household activities. But it is to be worth mentioning that (23.92 per cent) of the respondents say they never engage themselves in other activities at the time of watching T.V.

When the respondents were asked what they do when mealtime clashes at the time of watching their favourite serial, (33.92 per cent) of the respondents say they watch the repeat telecast, (31.42 per cent) say that they don’t miss the serial but delay the mealtime, (21.07 per cent) did not gave any response regarding this, while (13.57 per cent) both service holders and professionals say they miss the serial. Thus, from the study we can say that most of the respondents are so much attach with T.V. serials that they don’t miss a single episode and thus, watch the repeat telecast or delay the mealtime and continue watching.

Of the total respondents only (12.14 per cent) of the respondents watch T.V at midnight, out of which (4.28 per cent) say that late night watching very often make them delay to woke up, (3.57 per cent) say it frequently make them delay, (2.85 per cent) say it sometimes make them delay while (1.42 per cent) say it never make them delay to woke up.

When the respondents were asked whether they get annoyed if disturbed by the family members while watching T.V. serial, (30.35 per cent) of the respondents did not have any say regarding this, (26.07 per cent) respondents say they never get annoyed if disturbed by the family members, (16.78 per cent) say they very often get annoyed, (14.28 per cent) say they sometimes get annoyed while (12.50 per cent) of the respondents say they frequently get annoyed if disturbed by the family members while watching their favourite
T.V. serial. Thus, from the study we can say that a good number of respondents are negatively affected by the T.V. serials.

It has been found that despite repeated requests these days people are reluctant to participate in research and probably for this many of the respondents during answers in each and every query are non-co-operative.

Conclusion:

Gender plays a significant role in channels and programmes preference and the preference for T.V. serials is greater than any other programmes among the female viewers.

The viewers somewhere try to relate themselves to their life or thought with the issues that are showcased in the serials and somewhere and somehow try to follow them too. Though there are serials focusing western culture and traditions but though less still then, serials are also showcasing Indian culture where women are found dressed up in a traditional Indian sari, the tradition and culture as joint family system, observing festivals and enjoying the occasions together, love and respect to the members of the family and so on but comparatively very less.

They follow the lifestyle as shown in the serials through costumes, jewelleries, etc. They replied that they change their interiors, curtains, cutlery, toiletries, etc. as shown in T.V. serials.

For instance it is seen in some cases in a family children, grand-children and the family members are organizing their parents, grand-father’s and grand-mother’s marriage anniversary in a similar tradition way and having get together of the family members.

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 dress that they wear, behaviour, privacy and tolerance, etc.

Some of the respondents say that never engage themselves in household activities at the time of watching T.V. serials while some of them say they even get annoyed if disturb by the family members while watching the serials. Some of them say that they hardly spent a day not glancing their favourite T.V. serial and they even delay the mealtime to watch the serial.

The respondents feel that T.V. serials have brought changes in the women community. They feel that women have now become self-reliant, competent and powerful.
The respondents accept that T.V. serials have changes their life styles in some cases. Its growing popularity in all parts of India is therefore making way for a homogenized change in social attitudes.

If properly serials are edited, the adverse effects of the T.V. serials can be minimized to a great extent if not totally avoided.

Thus, further research work can also be undertaken regarding this field.

Therefore, the study reveals that there are less and high degrees of impact of serials on social attitudes of women regarding different situations.