



# The impact of T.V programs on Indian College Students' behavior

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## ABSTRACT

The present paper intends to bring forward the impact of T.V programs on Indian College Students' behavior. The progress of the human civilization is demarcated with distinct eras; these eras have been characterized by technological advances and innovation that changed the human life. The latest innovation to multiple satellite TV channels into the drawing of urban Indian is greatly determining the TV viewing behavior.

The present study is conducted with the following objectives:

1. To find out the TV viewing behavior of Arts College Students in terms of various TV channels and types of programs .
2. To assess the perception of college youth regarding to TV programs and their influences both positive and negative.
3. To find out whether there is any association between certain demographic variables pertaining to College youth and their perception of TV programs.

Keeping these objectives of the studying in view, the following questions have been formulated for variation:

1. Are the respondents, (College Students of Art College) likely to perceive the foreign program as source of negative influences?
2. Do the respondents watch Foreign Programs more than Indian programs?
3. Do the respondents watch documentaries less than the other type of films?

The Sample is 120 Native Students from the Art College of Osmania University, (Hyderabad. India) which selected randomly from different departments. Keeping the study objectives in view, a questionnaire in English was developed pretested.

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## Introduction

The impact of television is vital because of its enormous potential as an audio-visual communicator. Television enables the creative man to communicate by combining motion, sounds, words, color, personality and stage setting to express and demonstrate ideas to large and widely distributed audience. Television remains the most effective medium for reaching today's customers it is also the most efficient for introducing people to brands. Television appeals to the literate as well as the illiterate and this is one feature of TV that makes it unique and different from other mediums.

The growth of television in the developing world over the last two decades has been extraordinary. Estimates suggest that the number of television sets in Asia has increased more than six-fold, from 100 million to 650 million, since the 1980s (Thomas, 2003).

Several studies have demonstrated that the information and exposure provided by television can influence a wide range of attitudes and behavior. India has not been left out of the cable and satellite revolution: a recent survey finds that 112 million households in India own a television, with 61 percent of those homes having cable or satellite service (National Readership Studies Council 2006).

Several studies have noted the negative health effects of television viewing on student's behavior. The researcher believes that TV is one of the major medium of media that influenced the viewer's mind and behavior. Nowadays, the societies are unaware of some bad implications caused by the media such as TV. This is because they are used to it since

having a TV in a house. Nowadays TV is considered as a need. Therefore there are no actions taken to avoid some of the programs from being shown as most of the people assumed that the programs being shown on air are meant for the public to watch. In my research, I will try to find out whether TV can really influenced student's behavior.

## History of Indian Television

The prestigious history of Indian television has envisioned the development of audio visual media in the nation. During the 1980s Indian small screen programming began and at that time there was only one national channel Doordarshan, which was government owned. The Ramayana and Mahabharata were the first major television series produced. This serial reached the zenith of the world record viewership numbers for a single program. By the late 1980s more and more people started to buy television sets.

The rapid expansion of television hardware in India increased the demand for developing more program software to fill the broadcast hours. Program production, previously a monopoly of Doordarshan, the government-run national television system in India, was then opened to the group of aspiring artists, producers, directors, and technicians.

In recent times, Indian television is said to be in close amalgamation with the private channels that offers all kinds of entertainment and educational shows in a perfect dazzling presentation.

In the 1970s the Indian government began to speculate as to whether television could be used to improve education and literacy throughout the country. This led to rural areas being

exposed to satellite television for education purposes (Ninan 1995, Mahajan and Luthra 5, Bhatt 20). This proved to be successful and the infrastructure was developed to support the expansions of television coverage (McDowell1997). Colour televisions were introduced in the 1980s and ownership grew (Karnik 1993) and has continued to rise. Satellite Television Asia Region owned by Rupert Murdoch began operating in 1993. Murdoch also bought the controlling interest in Zee television (a Hindi satellite channel). These have proved strong competition for the state owned Doordarshan. Hence, to survive Doordarshan has become profit oriented and more concerned with advertising and entertainment rather than its initial remit of education (McDowell 168).

The impact of foreign television in India has been two-fold: viewers — at least those living in urban areas — can watch more than 40 channels and the quality of television programs has improved. People subscribing to a cable service can now choose anywhere between 40 to 50 channels to watch. As an alternative to three half-hour news programs in three different languages, they can choose between the two 24-hour news channels (BBC & CNN) and up to 20 news and current affairs programs on various cable and foreign television channels every day. Since the 1991-92 invasions from the skies by foreign television networks, Doordarshan too has expanded its service from 2 to 18 channels with a claimed viewership of 448 million at the end of 1997 (Doordarshanonline, 1998).

Everyone in slums and villages has access to Doordarshan as they all go to watch television with friends or relatives. Doordarshan is widely available and cheaper than satellite or cable television. You will always find someone with a television. Doordarshan has a very large market. Hence, despite slums and villages being places where poverty is rampant, one is struck by the number of television aerials that protrude above their rooftops. On arriving in Delhi, a visitor finds that there are numerous television aerials and satellite dishes displayed from various apartments. In many villages watching television is also a part of everyday life.

#### **Problem statement**

Ever since the advent of modern communication technology that has allowed people around the world to communicate ever so easily, the world itself seems like a smaller space. Television can be a powerful influence in developing value systems and shaping behavior. Broadcasting is an especially effective manner through which millions of people are able to become unified on the basis that they are common recipients of a particular message. One of the most powerful transmitters of these messages is of course the television; programs of which can be seen around the world to serve many purposes. In most contemporary societies, television is a highly influential medium of popular culture and plays an important role in the social construction of reality. (Morgan, 1990) The effects of television should therefore be recognized as having the ability to alter social, economic and political situations in its places of propagation and beyond.

Television is unlike any other medium of mass communication in that its social effects are prominent, and able to prompt substantial change.

While almost 75 percent of India's one billion people live in villages, (Johnson 2001) their thoughts and actions consequently have a large influence on the country's social, political and economic state. One of the most prolific changes in village life which can be linked directly to the influence of television is rise of consumerism in rural India.

Through the examination of diverse groups in India such as rural villagers, youth, women and the middle class, In this paper researcher intends to illustrate the vast social and cultural changes taking place in a culturally rich country, in large part due to the relatively recent popularity of television throughout the country.

#### **Operational definition**

**TV program:** TV program is any kind of program such as serial and drama, comedies, music, songs, dance, sport, feature films, cartoon, documentaries that broadcast from Indian channels and foreign channels.

**Indian college students':** There are 1870 Indian students who are studying in 26 departments of the College of Arts and Social Sciences of Osmania University (Hyderabad) in academic year of 2009\_2010.

**Behavior:** the way of thinking, dressing, speaking, food habits, Life style of Indian college students'.

#### **Objectives of the study:**

1. To find out the TV viewing behavior of Arts College Students in terms of various TV channels and types of programs.
2. To assess the perception of college youth regarding to TV programs and their influences both positive and negative.
3. To find out whether there is any association between certain demographic variables pertaining to College youth and their perception of TV programs.

#### **Questions of the study:**

Keeping these objectives of the studying in view, the following questions have been formulated for variation:

1. Do the respondents watch documentaries less than the other type of films?
2. Are the respondents, (College Students of Art College) likely to perceive the foreign program as source of negative influences?
3. Do the respondents watch Foreign Programs more than Indian programs?

#### **Review of literature**

The progress of the human civilization is demarcated with distinct eras; these eras have been characterized by technological advances and innovation that changed the human life. The latest innovation to multiple satellite TV channels into the drawing of urban India is greatly determining the TV viewing behavior. (Mahajan and Singh, 1997) studied the impact of media on lifestyle of adolescents in the age group of 12-18 years of age and found that media especially television and satellite channels certainly affected the lifestyle of individuals. They tend to buy the product advertised by media, irrespective of its cost. The way of presentation mattered in case of food items whereas in case of clothing, designer label mattered.

(Beaueyz, Ibrahim, 1990) conducted an explorative study on "T.V and society in these Arab states namely Saudi Arabia, Kuwait, Bahrain, these aspects of policy were examined in this study. Program policy, introduction of commercial advertising and foreign ownership of T.V station, these facts of T.V policy have been associated with controversial issues such as media and cultural imperialism, the result indicates that T.V policy of each country manifests the orientation of dominant element in the country's political elite.

Television has a major impact on toddlers it influences their viewing habits throughout their lives. Since toddlers have a strong preference for cartoons and other programs that have characters that move fast, there is considerable likelihood that they will be exposed to large amounts of violence. Children do not become full-fledged "viewers" until around the age of two-

and-a-half. As toddlers, they begin to pay more attention to the television set when it is on. They develop a limited ability to extract meaning from television content.

At the age of eight, children are more likely to be sensitive to important moderating influences of television content, and will not become more aggressive themselves if the violence they see is portrayed as evil, as causing human suffering, or as resulting in punishment or disapproval. However, they are especially likely to show increased aggression from watching violent television if they believe the violence reflects real life, if they identify with a violent hero, or if they engage in aggressive fantasies.

One major group which television watching has effected is the age group between 5-13 years of age. Television violence is accompanied by vivid production features; preschoolers are predisposed to seek out and pay attention to violence—particularly cartoon violence. It is not the violence itself that makes the cartoons attractive to preschoolers, but the accompanying vivid production features.

With this preference for cartoons, preschoolers are being exposed to a large number of violent acts in their viewing day. Moreover, they are unlikely to be able to put the violence in context, since they are likely to miss any subtlety conveyed mitigating information concerning motivation and consequences. Preschoolers behave more aggressively than usual in their play after watching any high-action exciting television content, but mostly after watching violent television.

Another important group that has faced major identity transformations, sparked by the engagement in television is women. In recent years, viewers of Indian film and television have witnessed a shift from portrayals of females as innocent and subordinate in nature, into independent sexual beings. (Malhotra, 2000) While India's strong traditional heritage has always been significantly characterized by the traditional roles of women as homemakers and mothers, the portrayal of women on television has challenged this ideal, and therefore cultivated a new perception of womanhood for the Indian woman.

#### **The importance of television commercials**

Doordarshan now relies heavily on commercials for revenue. Commercial breaks occurred every ten or twelve minutes during broadcasting.

These commercials are often attractive and parents turned on the television before a program started in order to watch commercials (Mahajan and Luthra, 1993). Many people we lived with liked the television commercials and avidly watched them. Some people thought they were better than the programs. These day's advertisements use many technique for persuading people, in which one technique is, encouraging dissatisfaction with ourselves, by creating in our minds an ideal of being rich and beautiful, advertising destroy the difference between desire and need, Its philosophy is that happiness is a nice clothes and a Pepsi, actually clothes is our basic need not branded clothes and water is our need not Pepsi but because of advertisements have changed our requirements into need a person feel dissatisfy until he cannot buy advertisements things (Butler, 2001).

#### **Women and clothing**

Clothing has seen a particularly dramatic change for many young middle and wealthier class women. Young, independent, unmarried career oriented women are frequently depicted on television and television commercials, wearing western style clothing such as short dresses, miniskirts and jeans.

Mothers and slightly older women are usually pictured wearing slightly more traditional style clothing such as the Salwar Kamish or the Sari.

Hence the woman in the commercial reflects the tensions that are occurring in Indian society. Even where women do not fully copy the attitudes and fashions that are shown in television commercials, they may imbibe some of the images and values (Kellner 1995).

The influence of television commercials and the interaction between them and people in India is expressed in a very visual way - the changing nature of clothing. People are altering the way they look and dress. There has been a noticeable change in the clothing styles of young people in India – wearing jeans, shorts and miniskirts. Young men in slums and villages wore western style clothing including jeans, shorts and shirts.

Older men in villages and slums tended to mix western style shirts with the Indian style dhoti or Lungi. Middle class men tended to wear western attire in public and more traditional attire in private. Middle class women tended to wear traditional attire in public and often moderated clothing (western, or a Salwar instead of a sari) when at home. As people in the poorer classes begin to wear similar attire to those in the wealthier and middle classes, so the wealthier and middle classes also have to adapt their style of clothing to ensure their differentiation.

#### **Satellite Television and Sociological Benefits**

An extensive review of literature on the sociological implications of new media technologies, especially satellite television, in India indicates that there is a positive aspect to what satellite television has to offer. For example, the huge popularity of the Hindi-language programming carried by STAR-TV for its Indian viewers has been promoting understanding of this language among non-Hindi speakers in the country. As a brief perspective, it should be noted that although 15 different languages with hundreds of dialects are spoken in various regions and states of India, the Indian constitution provides for Hindi as the national language of the country. But Hindi is spoken by only about 40 percent of the Indian population, forcing the government to maintain English, the language inherited from British colonial rule, as an associate national language of India along with Hindi.

#### **The Context of TV Viewing**

The association between adolescents' and parents' rates of TV viewing is partly attributable to them watching at the same time of day and week and by the fact that TV is often watched together. For both adolescents and their parents viewing was most common in the evening hours. TV viewing accounted for 28% of the adolescents' reports after 8:00 P.M. Family members also coincided in how their TV viewing differed by day of the week. For adolescents, TV viewing accounted for 9.6% of their time on weekdays (1.34 h per day), 12.7% on Saturdays (1.78 h), and 16.5% on Sundays (2.31 h). Mothers and fathers also reported more viewing on the weekend, with peak rates on Sundays (mothers: 9.1%; fathers: 13.9%). adolescents' TV watching is more evenly distributed across the day on Sundays than on other days. Throughout the week, late evening is the peak time for TV viewing, but on Sundays they watch more TV in the mornings and the afternoons.

Adolescents have more positive mood states while watching TV with family than alone, but it is much less positive than other family leisure activities. On the whole TV viewing for adolescents is typically a mindless and empty, although possibly relaxing experience which brings the family together in a shared activity. (Suman Verma & Reed W. Larson, 2002)

**Research methodology**

The present paper intends to find out The Impact of TV programs on Indian College Students'behavior.

**The study area (sample)**

The study area is limited to the Art College Students. There are 2000 students who are studying in 26 departments of the College of Arts and Social Sciences in academic year of 2009\_2010.

130 of these students are from different countries such as, Iran, Tajikistan, Afghanistan, Somalia, Tanzania, etc.

It is selected 120 native Students from different Departments of Art College randomly. (Only in master's Course).

**Sampling:**

The sample method which is used in this study is simple Random sampling.

**The research tool's:**

Keeping study objective in view, a questionnaire in English was developed, close \_ open.

The contents of questionnaire could be divided into following area of inquiry

1. Profile of respondents: the first section of questionnaire contained question eliciting information, related to the personal data of respondents, age,gender, proficiency in languages, course and family background.

2. T.V programs: Questions pertaining to viewing of TV programs and the perceived influence on their thinking, attitude, dress, customs, spoken language,food habits, and statements indicating positive and negative influence of TV programs are included in this section.

**Findings:**

**Question 1:**

**Do the respondents watch documentaries less than the other type of films?**

According to table number 1 ,100% of the respondents watch news of Indian channels and 33.3% watch news of foreign channels.100% of respondents watch serial and drama of Indian channels and 25% of them watch serial and drama of foreign channels.100% of the respondents watch comedies of Indian channels and 8.3% watch comedies of foreign channels.100% of the respondents watch music, songs, dance of the Indian and 33.3% of them watching music, song, dance of foreign channels.

100% of the respondents watch sport programs of Indian channels and 33.3% of them watching sport program of the foreign channels. 100% of the respondents watch the feature films of Indian channels and 16.6% of them watch feature films of the foreign channels,25% of the respondents watch cartoon on Indian channels and 4.1% of them watch cartoon of foreign channels. 75% of the respondents watch documentaries of Indian channels and 8.3% watch documentaries of foreign channels.

**The types of program**

Program	Watching Indian channels	percentage	Watching Foreign channels	percentage
News	120	100%	40	33.3%
Serial, Drama	120	100%	30	25%
Comedies	120	100%	10	8.3%
Music/song/dance	120	100%	40	33.3%
Sport programs	120	100%	40	33.3%
Feature Films	120	100%	20	16.6%
Cartoon	30	25%	5	4.1%
Documentaries	90	75%	10	8.3%

**Table number 1**

•It is evident from the above table that a majority number of respondents (75%) have been preferred documentaries of Indian channels whereas only 8.3% of them have preferred documentaries of foreign channels. Thus it can be said that the question. "Do the respondents watch documentaries less than the other type of films?" has been justified.

**Question 2:**

**Do the respondents watch Foreign Programs more than Indian programs?**

• It is evident from the above table that The Indian Channel has the most viewers regarding any program. Thus it can be said that the question "Do the respondents watch Foreign Programs more than Indian programs?" has been rejected

**Question number 3:**

**Are the respondents, (College Students of Art College) likely to perceive the foreign program as source of negative influences?**

**Degree of agreement regarding negative influence of TV Programs**

	Strongly agree	agree	Neither agree nor disagree	disagree	Strongly agree
Evasion in Indian value system	70.8%	29.2%			
Growth of consumerism in Indian society	20.8%	58.3%	5%	11.7%	4.2%
Damage Indian institution like family and marriage	86.7%	6.7%	6.6%		
Make viewers insensitive to human suffering	54.2%	30.8%	15%		
Invasion on Indian cultural heritage	42.5%	33.3%	24.2%		

**Table number 2**

70.8% of the respondents are strongly agree with the impact of TV program in evasion of Indian value system which is unique and 29.2% are agree .20.8% of the respondents are strongly agree with the television program lead to the growth of the consumerism in Indian society and thus widen the gap between the rich and the poor.

58.3% of the respondents are agree, 5% neither agree nor disagree ,11.7% are disagree and 4.2% of the respondents are strongly disagree.86.7% of the respondents are strongly agree with: the television programs will cause damage to Indian institution like family and marriage. 6.7% of them are agree and 6.6% of them are neither agree nor disagree.54.2% of the students are strongly agree with: the television programs make the Indian viewers insensitive to human suffering ,30.8 % of them are agree and 15% of them are neither agree nor disagree.42.5% of the respondents are strongly agree with: television programs are part of invasion our cultural heritage, 33.3% of them are agree and 24.2% of the respondents are neither agree nor disagree.

• It is evident from the above table that a majority number of respondents are strongly agreed and agree with the negative impact of television. Thus it can be said that the question" Are the respondents, (College Students of Art College) likely to

perceive the foreign program as source of negative influences? Has been justified”.

**Conclusion and suggestion:**

A comparative analysis of above materials reveals that: A majority number of respondents are strongly agreed and agree with the negative impact of T.V programs.

A comparative analysis between watching Indian and Foreign channels reveals that: The Indian channel has the most viewers regarding any program (News, serial, drama, comedies, Music, Song, dance, Sport programs, Feature films, Cartoon, Documentaries)

1. as most of the respondents are speaking Telugu, it could be one of the results for more watching the Indian Channel. Perhaps other variables like relatively in – expensive expenses for Indian Channel make them interested in using the T.V programs.

2. as most of the respondents have a rural background, perhaps their ideas about the growth of consumerism in the Indian society through T.V programs related to their traditional thinking and believing and also their strongly agreement may be connected to this type of thinking.

3. as the maximum number of respondents are between 22 and 25 years old, it is important to do a well – worth researches on their believes about the impact of T.V programs.

A .with causing damage to Indian institutions like Family and Marriage.

B .with fostering Universal brotherhood.

C .with invasion on cultural heritage.

D. With making the people insensitive to human suffering.

4. as most of the respondents don't watch T.V for habit or while away time and most of them are using it for behavioral guidance, Information and Education, it can be said that: Despite of perceiving the T.V programs as source of Negative influence, "Television is also a positive instrument for teaching and developing the understanding of the other cultures and causing the Indian value system'.

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