

## **The effect of Television Serials on Rural Women of Nizamabad District**

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**Abstract:** Now - a - days television is treated as a major source of entertainment, education, information and knowledge for women. Television watching is taken as a daily routine for most of the women and it reflects their preferences, choices. Which in turn gives scope to build their taste's. Among all TV programs serials / soap operas are most popular ones. Serials occupied 20% of the TV schedule in comparison to other entertainment programs. TV serials have the highest TRP rate, pushing other programs aside. In this article researcher want to find out the effect of TV serials on rural women of Nizamabad district. So the researcher selected target population female from age group 18 to 60 years from villages of Nizamabad. The study revealed that viewing patterns of respondents indicated that their free evening time, which was previously used for social and family bonding, is now spent in front of TV especially for serials. In return those serials influencing women in their language, dress maintenance and social bonding.

**Key words:** Television, Serials, Entertainment, Rural women, TRP rate.

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### **I. INTRODUCTION:**

Television has profound impact on our society it has changed the lifestyles of the people and has become a major influence on our society and culture. Unlike printing which took hundreds of years to influence the culture TV's impact was almost instantaneous TV has occupied an important position in homes and therefore, it is bound to make an impact on the individual and the society. TV has become a very important part of our life. And the truth is that we cannot stay without it.

Beyond providing entertainment TV vastly increases both the availability of information about the outside world and exposure to other ways of life. This is especially true for remote rural villages where several Ethnographic and Anthropological studies have suggested that TV is the primary channel through which households get information about life outside their villages. Most television programming features are urban settings, where lifestyles differ in prominent and salient ways from those in rural areas. 60% of the TV slot is filled with entertainment programs such as serials reality shows and comedy shows.

A woman's place in the Indian culture doesn't often leave her with the freedom to make her own choices. Many cannot go out for shopping or visiting friends without permission from their husbands. 62% half women believe that spousal beating is acceptable and the majority of husband's agree. Acceptable reasons for physical abuse are for a meal not being cooked well, if she neglected the children, if she was disrespectful and if she went out without permission. But the commercial programming in TV mostly contains game shows and soap operas/serials. For women in the villages, this has usually been the first time they have seen females with lives outside the home. The TV serials show their peers with jobs, dating with multiple men, wearing fashionable and sexy clothing and being financially independent. For someone who only knows the customs of her culture, this must be quite shocking. Many characters on popular serials have more education, marry later and have small families all things rarely found in rural areas; and many female characters work outside the home, sometimes as professionals, running businesses or in other positions of authority. By exposing rural households to city attitudes and values, television may lead to improvement in the status for rural women.

### **II. REVIEW OF LITERATURE:**

A study was conducted by Vandana (2011) entitled with "impact of television on rural women". According to the study 47% of the respondents spent 1-2 hours in a day in viewing television. 48% of respondents like to watch family serials. Majority of the respondents reported 30% change in their dresses and 23% changes in food habits. Thus from the study we have concluded that rural women are important part of

country. Because of their busy schedule they have no time to watch television has not impact on the life of rural tissues especially the women. Television being good change in their life.

Jensen and Oster in their paper evaluated the effect of the introduction of cables and TV on variety of measures of women's status: autonomy, attitudes towards spousal abuse, son preference and fertility. In addition they explore the effects on education for children, which some authors have argued will increase when status of women is higher.

A research was conducted by Vijayalakshmi Hyderabad (2005) found that male are more inclined towards news, sports, and educational programs. Whereas females preferred serials music and feature films.

Humawan Sarkar (2016) researched on "The impact of serials in our society": perception from different age groups he found out that watching these serials regularly will have a bad effect on our values, beliefs, culture and on the total society.

A study was conducted by K. Satya Savitri (2019): According to the study 68% of the respondent agreed that serials have all the elements like cruelty, excessive Romance, extra marital affairs, anti Social elements. The study also revealed that serials influence families in a bad way. This study also said that these serials imposing all unrealistic elements in the innocent minds of the woman.

According to the study of Dr. J. Madhubabu, K.M Krishna (2020); the value of women gradually decreasing, because of daily serials. Women became symbol of cruelty rather than chastity. The research reveals that women are addicted to viewing themselves while admitting that the worst of TV serials are broadcast. Telugu serials should not be immoral if they are to guide future generations. Channel ownership, serial managers must commit to values. The government should employee regulatory mechanism to prevent that.

Many studies have been conducted globally and nationally to study the impact of serials on different categories and age group the audience. But limited studies have been conducted on audience opinion on TV serials. Particularly there are very few studies done on Telugu TV serials of Telangana state. Review of literature presented here starts with national studies then regional studies on Telugu serials. Important studies worth mentioning have been selected to present here.

### **III. OBJECTIVES:**

1. To discover TV viewing habits among rural women Nizamabad district.
2. To examine the favourite TV programs of rural women.
3. To find out the language in which they like watching programs.
4. To analyze what has changed in the lives half woman watching TV serials.
5. To identify the regularity and time spent on watching TV serials among women.

### **Hypothesis:**

The hypothesis was that the women in these rural areas differ in their media habits and viewership pattern of TV programs. The hypothesis of the study are-

1. Rural women mostly uses TV as a means of entertainment.
2. TV serials have worked to affect the lives of rural women.

### **IV. DATABASE AND METHODOLOGY:**

This study has been conducted in Nizamabad district of Telangana state. The data from the 100 questionnaires were classified and tabulated for the purpose of analysis and interpretation. The tabulated data clearly depicts that the views of the respondents relating to their information and television viewing habits in different dimensions. The data was collected from various villages of Nizamabad district. This paper is a part of the researcher main thesis.

**Methodology:** For the purpose of studying the present problem the researcher has selected the survey method. The useful technique i.e. questionnaires was employed for primary data collection. The questionnaire was originally written in Telugu and translated by self in English.

**Sample:** A total number of 100 females were selected for this study. Samples comprised 100 women from various villages of Nizamabad district.

### **Scope and limitation:**

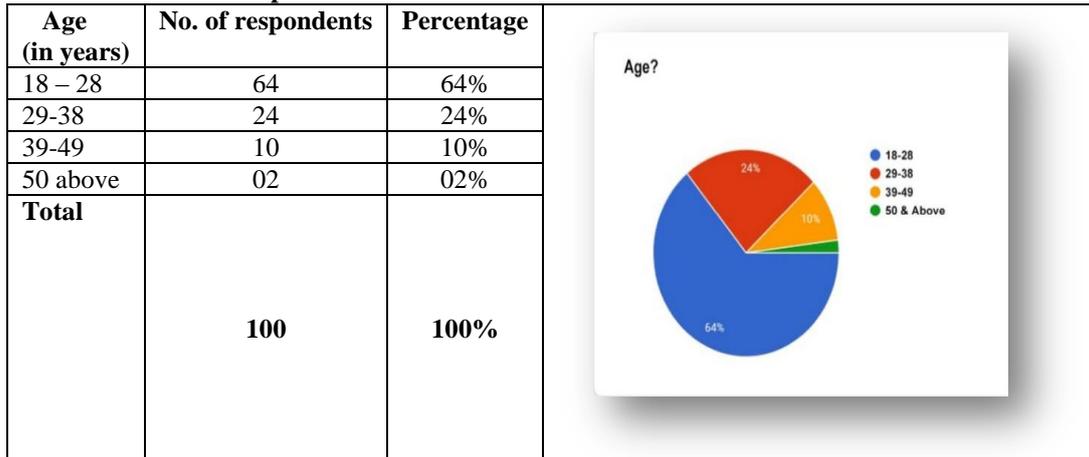
The study of the research problem was limited to rural women of Nizamabad district. Study is confined to the analysis of the effect of television serials on women of Telangana state.

### **The following limitations are identified:**

1. It investigates the effect of television serials on rural women of Nizamabad district (limitation by respondent).
2. It covers the rural women of only the Nizamabad district (limitation by geography).
3. It includes only those women who are in the age group of 18 years and above (limitation by age)

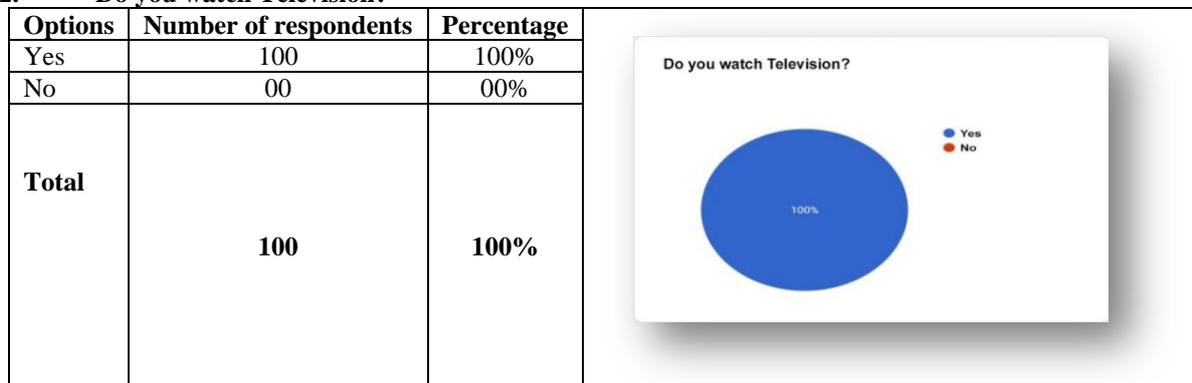
**Data Analysis:**

**1. Personal Profile of the respondents: N=100**



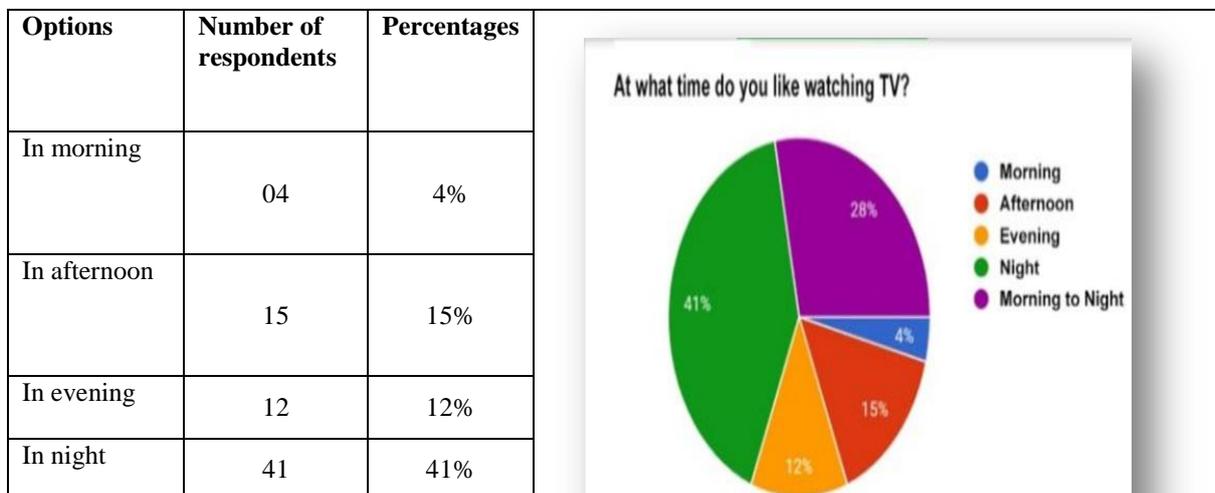
Among the respondents majority of the respondents 64% belongs to 18-28 age group, followed by 24% from the age group of 29-38years and 10% belongs to the age group of 39-39 years. Least number of Respondents 2% from the age group of 50 and above.

**2. Do you watch Television?**



According to table 2 : All the respondents view television as the means of entertainment.

**3. At what time do you like watching TV programs?**

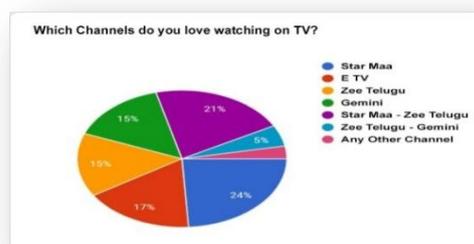


|                     |            |            |  |
|---------------------|------------|------------|--|
| In morning to night | 28         | 28%        |  |
| <b>Total</b>        | <b>100</b> | <b>100</b> |  |

According to table 3: 41% of respondents watch TV at night time. While 28% use TV from Morning to evening means these women are heavy viewers. Similarly 15% of women see TV in the afternoon time, followed by 12% of respondents use in the evening. Very less number of females watches in the morning i.e.4%.

**4. Which channels do you love watching on TV?**

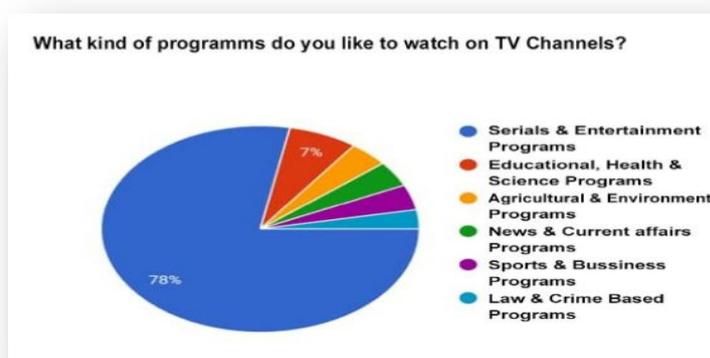
| Options               | Number of respondents | Percentage  |
|-----------------------|-----------------------|-------------|
| Star Maa              | 24                    | 24%         |
| E TV                  | 17                    | 17%         |
| ZEE Telugu            | 15                    | 15%         |
| Gemini                | 15                    | 15%         |
| Star Maa – ZEE Telugu | 21                    | 21%         |
| ZEE Telugu – Gemini   | 05                    | 05%         |
| Other channels        | 03                    | 03%         |
| <b>Total</b>          | <b>100</b>            | <b>100%</b> |



According to table 3: 24% of respondents interested to watch only Star Maa serials. While 21% watch both Zee Telugu and Star Maa. 17% of respondents like to view only ETV Telugu, very less to this 15% of respondents' watch Zee Telugu channel only. Least viewers are there for combination of Zee Telugu and Gemini channels i.e.5%.

**5. What kind of programs do you like to watch on TV Channels?**

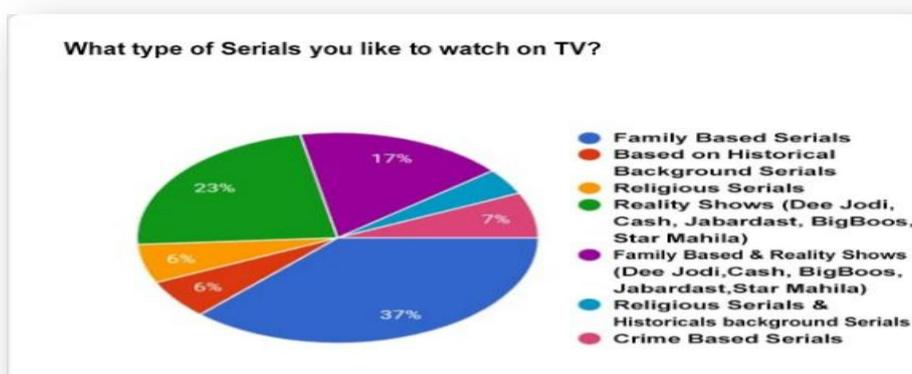
| Options                                  | Number of respondents | Percentages |
|--|-----------------------|-------------|
| Serials and Entertainment programs       | 78                    | 78%         |
| Educational, Health and Science Programs | 07                    | 07%         |
| Agricultural and Environment Programs    | 04                    | 04%         |
| News and Current affairs programs        | 04                    | 04%         |
| Sports and business programs             | 04                    | 04%         |
| Law and Crime based programs             | 03                    | 03%         |
| <b>Total</b>                             | <b>100</b>            | <b>100%</b> |



According to table 5: 78% of Respondents said that they fond of serials and entertainment programs, while 7% agree that, they watch educational and science programs. At the same time 4% of women watch agricultural and environment programs, news and current affairs along with sports and business programs, while 3% said they see Crime programs.

**6. What type of Serials you like to watch on TV?**

| Options   | Number of respondents | Percentages |
|---|-----------------------|-------------|
| Family based serials  | 37                    | 37%         |
| Based on historical background serials  | 06                    | 06%         |
| Religious serials   | 06                    | 06%         |
| Reality shows (Dee zodi, cash, Jabardast, Big boss, Star Mahila)                  | 23                    | 23%         |
| Family based and reality shows (Dee zodi, cash, Jabardast, Big boss, Star Mahila) | 17                    | 17%         |
| Religious serials and historical background serials                               | 04                    | 04%         |
| Crime based serials   | 07                    | 07%         |
| <b>Total</b>  | <b>100</b>            | <b>100%</b> |



According to table 6: 37% of women watch Family based serials.

While according to 23%, their serial choice is reality shows. There are right 17% of women said that they like to watch serials as well as reality shows. On the other hand, 6% of Women said that their interest in religious serials, along with historical serials.7% of women like to watch crime based serials. While 4 % women said that they like religious serials.

**7. Do you schedule your work according to your favorite program?**

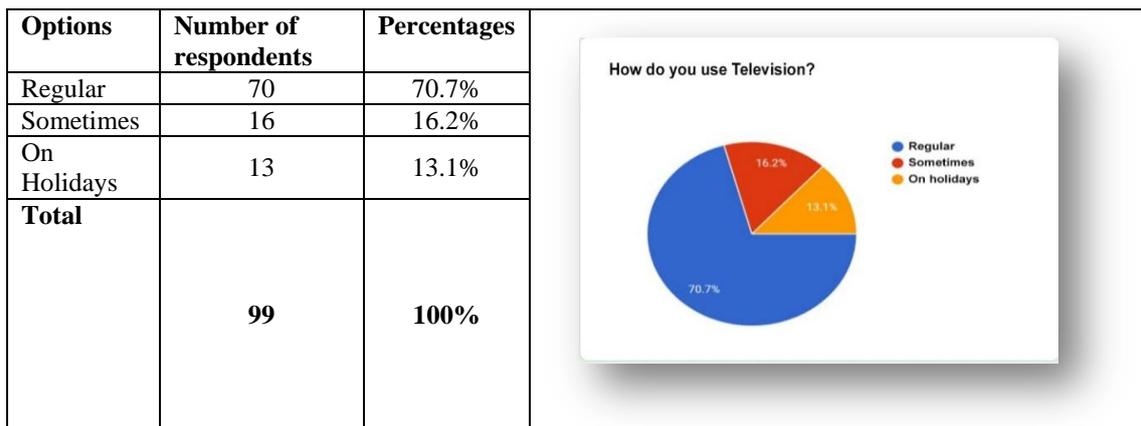
| Options      | Number of respondents | Percentage  |
|--------------|-----------------------|-------------|
| Yes          | 91                    | 91.9%       |
| No           | 09                    | 8.1%        |
| <b>Total</b> | <b>100</b>            | <b>100%</b> |

A pie chart titled "Do you schedule your work according to your Favorite Program?" shows the following data:

| Response | Percentage |
|----------|------------|
| Yes      | 91.9%      |
| No       | 8.1%       |

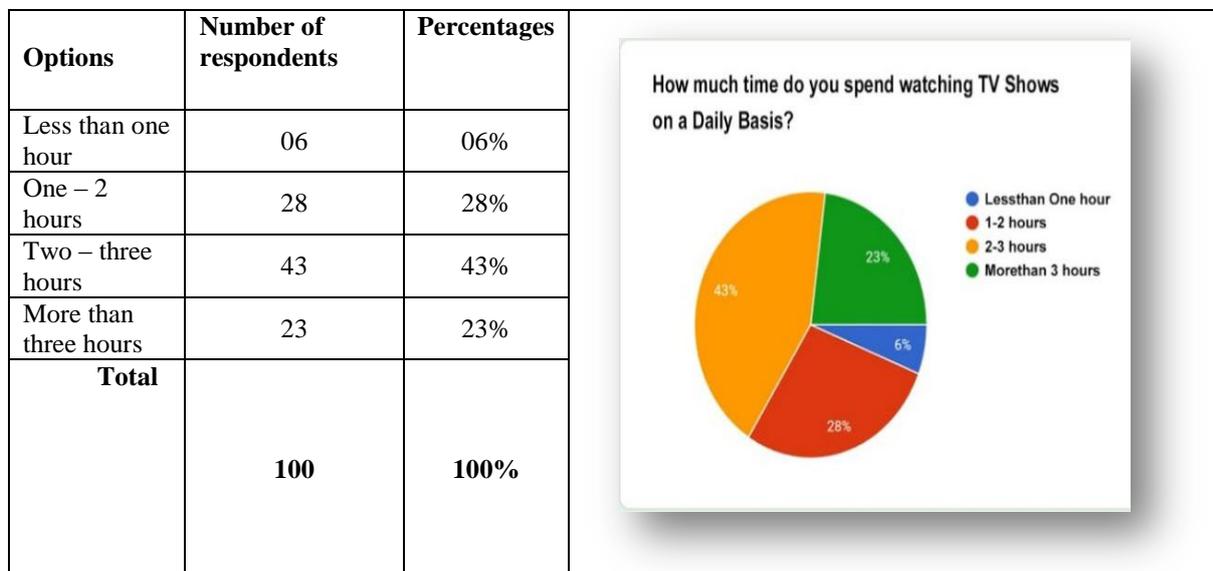
According to table 7: Whether women set the time for their work according to their program of choice, 91.9% female said that, they do this. While 8.1 % says that they do nothing like this.

8. How do you use Television?



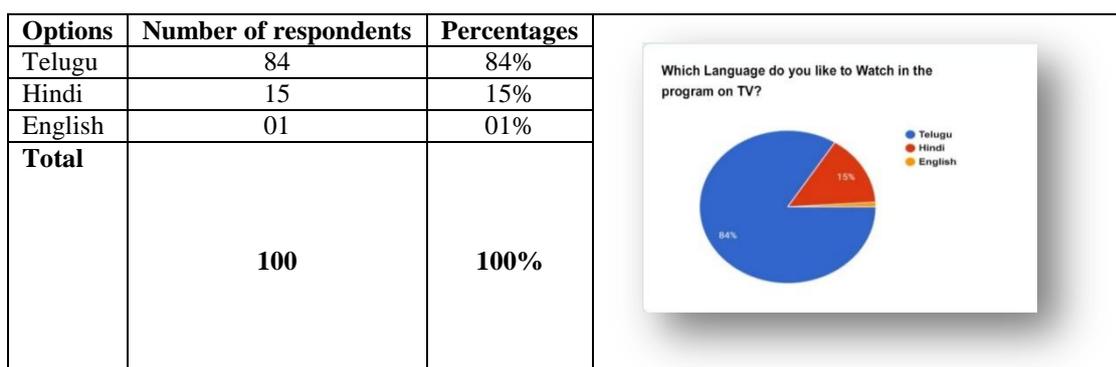
According to table 8: 70% of women are regular viewers of TV. On the other hand 16.2% of women who are sometimes watch TV. At the same time 13% of women watches TV on holidays.

9. How much time do you spend watching TV shows on a daily basis?



According to table 9: 43% of female watches TV 2-3 hours per day. Where as according to 28% watch TV 1-2 hours per day. In this sequence, women watching TV more than 3 hours are 23%. While only 6% women they watch less than 1 hour.

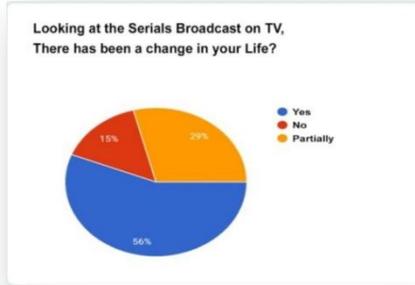
10. Which Language do you like to watch in the program on TV?



According to table 10: 84% of respondents says, they like to watch the programs in Telugu language. While 15% of respondents said they watch programs in Hindi language. Only 1% of them said, they like to watch in English language.

**11. Looking at the Serials broadcast on TV, there has been a change in your life?**

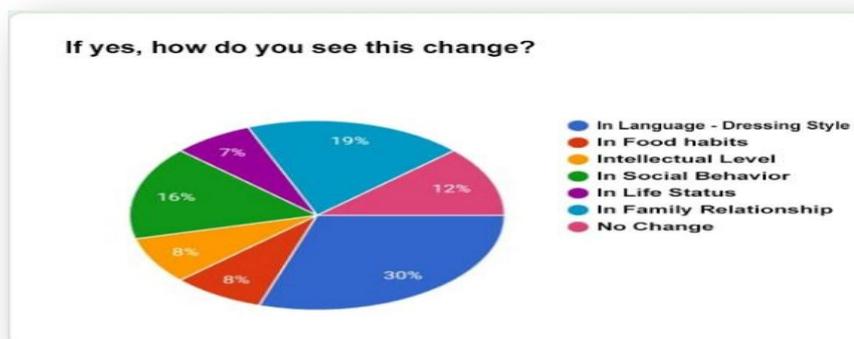
| Options      | Number of respondents | Percentages |
|--------------|-----------------------|-------------|
| Yes          | 56                    | 56%         |
| No           | 15                    | 15%         |
| Partially    | 29                    | 29%         |
| <b>Total</b> | <b>100</b>            | <b>100%</b> |



According to table 11: 56% of the total respondents, watching the Serials broadcast on TV have changed their lives and thinking. While 29% says this change is partially. They did not see any such changes as per 15%.

**12. If yes, how do you see this change?**

| Options                        | Number of respondents | Percentages |
|--------------------------------|-----------------------|-------------|
| In Language and Dressing style | 30                    | 30%         |
| In wearing and food habits     | 08                    | 08%         |
| Intellectual level             | 08                    | 08%         |
| In Social behavior             | 16                    | 16%         |
| In life status                 | 07                    | 07%         |
| In family relationship         | 19                    | 19%         |
| No change                      | 12                    | 12%         |
| <b>Total</b>                   | <b>100</b>            | <b>100%</b> |



According to table 12: 30% of women said that, watching serials on TV, their language and dressing style has changed. 19% says that the effect of TV serials has been read on their family relationship. Basing on 16% respondents, the habit of watching TV serials has affected their social behavior and 8% says, their wear and food habits have changed, as well as increase in their intellectual capacity. 7% agrees that effect of the TV serials has been studied at the level of their life status. While 12% accept that there is no special effect of TV serials on their life.

**Hypothesis testing:**

**Hypothesis 1** - Rural women use TV as a means of entertainment.

During the study this hypothesis has proved to be correct. Because majority women prefer watching entertainment program channels and entertainment related programs.

**Hypothesis 2** - Television Serials have worked to influence the lives of rural women.

During the research this hypothesis has proved to be absolutely right. Because according to most of the women watching serials broadcast on TV has changed their lives in many ways according to them this change is based on the language, dressing and food habits, intellectual level, social behaviour, family relations and quality of life.

## **V. FINDINGS AND DISCUSSIONS:**

The findings of the study explore that most of the rural women are daily viewers. Females watch television mainly for relaxation, as a medium of entertainment and to pass time. The study also revealed that women mostly watch serials, reality shows and films. All age groups prefer to watch serials in Entertainment channels. Majority of the women show their interest in the daily serials based on family relations. On the other hand the percentage of women watching Discovery and Science channels is very low.

Most of the respondents are regular viewers of TV Serials and they like to watch TV serials at night means at prime time. Because they have done their most work at the moment. Mahajan, Kamlesh (1990, p226) In case of Indian women popularity of television can't be doubted, its efficacy for them lies in the fact that they watch its programs at an hour when they feel free from other duties. According to Binod C Agarwal, Kukum Rai (1998, p90) external factors like fair and festivals and marriages influenced the TV viewing behavior. On these occasions when women were free from the household work, the number of viewers increased. On the contrary, when such occasions needed intensive female's participation; it led to reduction in the number of viewers.

Majority of women are moderate viewers means they spend watching TV 2 to 3 hours per day and they like to the programs in Telugu only and we cannot neglect that some of them are watching serials in Hindi also. Because in Telangana Muslim community also there in accountable number. Due to increasing dependence on TV and its popularity, many women have revealed that they usually set their time for work on the basis of time of their favourite serial. Many number of women agreed that due to the habit of watching the TV serials, there have been many personal and social changes in their lives, and Serials have also had a direct impact on the habit of dressing style, food habits and talking to them.

## **VI. CONCLUSION:**

After analyzing the data collected it can be said that at present television has become a major source of entertainment for rural women as the main source of information, local, national and international news. Many of its positive and negative effects can also be clearly seen. While there is developing dependency on television, many social effects are also visible in women. But despite various types of positive and negative influences the importance of television for rural women cannot be underestimated. Because TV serials also educating, entertaining and giving relaxation for women of rural areas.

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