



Rise Of Television-As A Popular Mass Media

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Abstract: The health issues are complex and necessitate systematic understanding & knowledge of the topic that goes well beyond the health sector to address them. The creation of this knowledge involves a number of social sciences disciplines working together with the medical professions. Public Health enquiries examine various levels of social context through different types of communication including intrapersonal, interpersonal, group, and mass communication. Due to its potential role in the influencing and shaping human health behavior, & public health; mass communication has attracted a lot of attentions from health care professionals, policy makers, academics, social scientists, and other stakeholders. Mass media disseminate health news & information among the general public. Globally, mass media are extensively used for producing & disseminating public health messages among general public aiming at improvement of general health of target audiences. Studies show that mass media, especially TV, is an effective medium for spreading awareness about different public health issues, among general public. This study tried to explore the role of mass media for health communication among general public. This study is part of the ongoing research study on 'role of mass media on health-seeking behavior of general public'. [Kumar, D. **RISE OF TELEVISION-AS A POPULAR MASS MEDIA**. *Rep Opinion* 2021;13(8):1-5]. ISSN 1553-9873 (print); ISSN 2375-7205 (online). <http://www.sciencepub.net/report>. 1. doi:[10.7537/marsroj130821.01](https://doi.org/10.7537/marsroj130821.01).

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Introduction:

Television was discovered by J.L. Baird, on 27th Jan 1926. television was introduced in India as an experimental television service and was launched in Delhi on Sept.15, 1959. It took shape of education medium in 1972. A number of television centers namely Mumbai, Srinagar, Jalandhar, Calcutta, madras and Lucknow came into existence in 1975 onward in quick succession. The next spurt was witnessed on the event of 9th Asian games in Nov 1982. When 20 low power transmitters were installed at different state capitals and important town. In Punjab also started relaying Mumbai programmers. Now there are more than 40 transmitters. It covers more than 85% of the total population of the country on April, 1, 1976 television was delinked from all India radio and given the name doordarshan and made a full-fledged directorate of the ministry of information and broadcasting.

As started earlier. Television was introduced Indian on Sept 15, 1959. On May 2, 1962, first play called "teesra Rasta" was relayed from Delhi. Those days since very less people have television sets

so it was not seen on a wide scale. But now almost every house has at least on television set. These days there are no problems. Selecting to finance of TV serials. Many companies like L.Gs, Electrolus, Samsung 'surf excel etc are sponsoring different programmers.

'Hum log' was the first commercial serials, which got good response from the people. Then came 'ye to hai zindagi' since then we have a lot of good serials. Now with the introduction of a number of channels the varieties of programmes have increased. Earlier there used to be just one channel. But now along with DD1. We have ZEE, SONY, SAB-TV, STAR PLUS, SAHARA, B4u, Mtv, 9xm, COLORS and many others.

THE IMPACT OF TV MEDIA ON SOCIETY

Television is commonly understood as an audio-visual medium of communication. Through television is a piece of hardware, when combined with the extensive paraphernalia of software serve its basic function of communication. Television with its additional advantage of visual communication has become an

important component of broadcasting. For this reason even this study is concerned solely with “broadcasting through television” to the exclusion of radio. Through technically the usage may be different [telecasting] the term broadcasting is used here to give one an understanding of the social usage of television .the use of the word broadcast stems from early United States novel reference to “broadcast” of orders to the flect. Now it is used to describe radio service to the public. Broadcasting is presenting information or a message to a widespread audience. The nature of broadcasting areas and huge masses at one and the same time.

Another important feature of the broadcasting system is its uniformity. It is somewhat official and thoroughly purpose oriented. On one hand, broadcasting enlarges the frontiers of human interest and on the other hand it shrinks the earth’s surface .it is a milestone in the development of communication and marks a new stage in civilization. The author further states that broadcasting might have evolved as an answer to some need in the developing world. With the evolution of society from simple to complex, there arose an urgent need to devise an organization capable of expressing its human and economic unity. The need is for rapid interchange of news and economic utility. The need for rapid interchange of news and views for familiarization each country with ideas and habits of all other countries and above all the need for an education, which may fit men and women literates and illiterates for the complicated world of tomorrow. All these needs should find in broadcasting an instrument fitted to serve them like in any other invention, broadcasting also has good and bad features. It is stimulating, constructive and valuable in so far as it can stiffen individuality and inoculate those who listen with some capacity to think, feel and understand.

The technical apparatus of broadcasting here are the “broadcasting media” namely the audio medium of radio and the audio-visual medium of television; through as mentioned earlier, this study deals solely with television to the exclusion of radio. The effects of

broadcasting can be many and different .the impact of any message that is given by the communicator may require to be measured through the questions like whether people paid any attention to the message and understood it, whether it has changed their opinions whether they have reacted as a result of it etc. Since human behavior is very complicated and unpredictable. Measurement of scaling is a difficult task faced by the researcher. Here no amount of imagination or intuition is acceptable however shrewd .one may be various tools have been developed by experts in the field of communication research to measure the impact of programs broadcast by television.

The effects of broadcasting may be the two types. Some are short term and other long depending on the goals on aims of programs .the same rule applies to the field of political awareness. For example news bulletins on election results serve a short-term purpose; where as a program on adult education is a long-term scheme to remove illiteracy.

FUNCTION OF TELEVISION

In today’s world the television has provided and affected the social life with the speed of volcano. No medium of communication has effected the social political life of the masses as has been done by the television .it has virtually shrunken the world into a global village. But all that not well with the television. There are a no of scholars who have pointed out both its positive as well as negative effects. Therefore it is high time that studies are conducted to find out the impact of television on the contemporary society. It is on the basis of finding of such studies that we can avoid the harmful effects of television. Therefore the television has become an effective instrument of modernization due to its audio-visual characteristics. The television exercise profound impact in shaping the viewpoints of the public. It tends to develop a common culture, thoughts and in a way, has standardized the different values in a type of common culture.

The value of television as medium of transformation becomes much more relevant in the developing countries. The government through the television can

effectively transmit to the people policies on planning of development. In this way, the government can establish rapport with the masses. And can register participation of the people in the development programs. Further in view of the high literacy rate many people are not able to read and understand various type of information from the newspaper and the magazines. The television by presenting the information in a concrete shape the eye and the ear can make this information both acceptable and understandable to the people. Therefore the television forms an important link between the government on one hand and masses on the other hand.

Another important function of television; which has been overcooled is the function of democratization. Democracy needs mobilization and the active participation of the people. The television seems to perform those functions in a remarkable way because the leader can directly come into contrast and appeal to masses. At the same time through the audio-visual method, television can also increase the process of mass-mobilization in a better manner as compared to all other media. Television can also promote national integration in a vast country like India, which has many segments of population. Speaking different languages and following different religious.

In addition to this television can be used as a medium to bring about structural changes in the traditional developing societies. It maintained that the traditional beliefs and values of the people stand in the way of social image change. Moreover the television is providing an equally important medium of educational instruments. The illiterate masses, without formal educational can be given useful instrument and civil education through news and interviews with experts of different fields. The masses can be made aware about new knowledge and about their duties. Television can be used to eradicate poverty and illiteracy. In the same manner it has been used to telecasts lessons on different subjects for various classes to provide extra classrooms benefits to the students and the other adult populations. This function of television has altogether given a fresh dimension to

education. The most effective functions to which the television is being put are those of advertisements and entertainment. Through commercials advertisement the television provides the latest information regarding various types of commodities and products in the markets. As compared to all other media, the advertisement through TV has found to be more effective television by making visual presentation of the products tends to evoke mass appeal and mass interest in the commodities.

There is hardly a business firm, which does not make use of TV for advertising its products. In this way the TV has become a rich source of revenue for the government. Business in the modern world cannot be thought of without the advertisement on television.

Television is an essential source of communication technology. Through commercial advertisement; TV provides the latest information regarding various types of products in the markets. As compared to all other media, television advertisements have been found to be more effective. It is dynamic and creative in nature, social cultural and educational development.

IMPORTANCE OF TELEVISION SERIALS

Now a day we have got various serials based upon religion, social, historical, family, comedy topics. Television is now going to have a far-reaching effects on the life of people because TV is now the major means of mass communication .we have serials that reach the heart of people are getting more attracted towards it. Serials like “kyuki saas bhi kabhi bahu thi” “kahani ghar-ghar ki” “kasauti zindgi ki” etc were among the top soaps. Family dramas are mainly seen and appreciated by the women.

“Tulsi” has become the ‘dream bahu’ of every ‘saas’. Serials based on the fictions are very much seen by the woman. They watch these serials with much concentration positive point of watching.

Even comedy serials like ‘office-office’ ‘khichdi’ ‘F.I.R’ and ‘laughter challenge’ getting popularity. Since they allow people to relax. In today’s fast life it has become important to fresh ‘n’ up our mind.

Now in these days ‘dulhan’ ‘balika badhu’ ‘choti bahu’, ‘rishta kya kahlata hai’ ‘biddai’ are among the top soaps.

“Vidya” in ‘dulahan banu mai Teri’ is depicting a typical Indian bahu who always tries to maintain good relations among the family members. Whereas ‘avani’ in biddai’ depicts the character of a modern ‘bahu’ who doesn’t want to live in the joint family and always keep on trying divide and rule policy. These characters have different impact on different people these by giving different relations. On the other hand people also adopt the life style like the way of wearing cloths. Talking, living, thinking etc through these TV serials.

LIFESTYLE THROUGH TELEVISION SERIALS

Coming to life style through TV serials the word “lifestyle” also needs an explanation here. Lifestyle is the way a person lives. It is a characteristic bundle of behaviors that makes sense to both others and oneself in a given time and place, including social relations, consumption entertainment, and dress. A life style also reflects an individual’s attitude, value or worldview. Here in this research the researcher try to know the adoption of lifestyle presented through television serials.

Television has affected the lives of people in many ways. Through the television the family members can see different types of channels like religious channel, music channels, adventure channels, sport channels, history channels, movie channels, news channels, information channels. Etc. and so the family members can see the channels whatever they like to see and also we had taken a note that these days most of the people are devoting most time in TV like the young ones are devoting their time on cartoon channels and the teenagers are devoting their time on fashion channels, music channels etc and the elder members in the families are devoting their time in daily soaps like ‘balika-vadhu’ ‘mayka’ ‘kasam-se’ ‘office-office’ etc and by seeing these things they all seeing and learning the trend from the television and coping and using these trends as their own lifestyle. Coping of these trends are called

“adoption”.

As village politician Chandraprakash Dwivedi said, now village girls want to dress like rani mukharjee in “bunty or babli”-this within four weeks of the release of the film. Men want a hairstyle like “radhe bhaiya” in hit movie “tere naam”.

JUSTIFICATION OF THE STUDY

Today television is playing major role in changing and adopting new life style. These research studies will reflection how much we are getting influenced with T.V. serial? How much they are affecting our life style? The way we have the way we dressed up all are some or other way affected by T.V. serial. Because today we want to be modernized and look tool a shown in T.V. serial. These kinds of lifestyle projected in TV serials are all artificial, articulated and not even practical. So these T.V serials influence us to adopt the kind of life style which they are to living with adopting the life style from TV serials are not forced but today every one wants to keep themselves update with the times demands.

So this kind a research study is a need of time to understand the changes of society. It is necessary to study that where these TV serials are morning all of us towards modernization, westernization or development the study will also be helpful for media planners in order to understand the taste of audience, so that they get to know what audience actually wants from them. On the other hand, audience will get to know what kind of changes are coming in society. How people are changing? How they can make their life better? They have their own choice of what to adopt or subject. It the audience are adopting any kind of life style from TV social; it also means that they also wants to change their life. They also want to be trendy. They also have a freedom of choice. To answer these entire questions this study has been planned.

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