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Study on literature related to Adoption of Lifestyle Through T.V. Serials

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Abstract: An important and crucial aspect of a research project is the survey of related literature, which means to locate, read and circulate the past as well as current literature of research concerned with the planned investigation. According to best, "the research for relevant material is time consuming but fruitful phase of investigation. A familiarity with the literature on any problem area helps students to discover, what is already known, what other's have. Attempted to find out, what method of research has been promising or disappointing and what problems remained to be solved". In other words the related literature is worthwhile for an effective piece of research. Thus the review of related literature is an essential aspect of the research project such a review is a step of the scientific method and the various study of research, find an exhaustive survey of what has already been done on the problem. [Zakaria GAN, Kamis H, Mahalle S, Nawi MAM. **Leadership Style of Religious School Headmasters and Its Relationship to Academic Achievement in Brunei Darussalam.** *Researcher*2021;13(8):33-36].ISSN1553-9865(print);ISSN2163-8950(online). <http://www.sciencepub.net/researcher>.6.doi:[10.7537/marsrsj130821.06](https://doi.org/10.7537/marsrsj130821.06).

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Introduction:

Today, television is considered to be a major source of information, education, entertainment and knowledge for women. Television consumption is accepted as a part of most people's everyday lives and thoughts to reflect one's choices and preferences, which in turn reflect one's „taste“. The Media Planner has to rate numerous television channels on the basis of popularity just to address the target both rural and urban women audience. The television has done the work of influencing the attitude of women. Television has transformed the tendency of women to view, think and understanding has changed. Television has now made women understandable in terms of things and circumstances even with a logical point of view. Television has also worked to influence women in many ways. Its effect can be well understood today by the changes in women's speaking, debating, awareness and life style. Television has established its status as a cheap and knowledgeable means of entertainment for women belonging to low income groups and even those who are uneducated. While today's television has worked to make women aware and alert. Somewhere, its negative impact on family and social relations can also be clearly seen. The increasing numbers of television channels have increased their entertainment options and media habits.

There has been considerable amount of studies on mass media but the had been few studies on TV in India. Some studies on TV had been conducted in

foreign context, to examine the impact of TV on children and young people. In what ways, they have utilized the TV whether they utilize TV for the entertainment purpose or educational purpose. Here a brief attempt has been made to make a review of these studies.

Keeping in view the above cited purposes the researcher has made an attempt to survey the related literature in the field.

Review of Literature:

Television is a powerful medium through which information regarding different societal issues is disseminated. The process of information transmission was divided in to dissemination, interpretation and evaluation (Verma, N.K, 2006).

Television is the most powerful of all the media of mass communication. It is in fact, a revolution in communication process in a modern society. It has brought not only the whole world into the homes of the viewers but has earned their confidence as regards its reliability. They have become vulnerable to its influence. People are regularly exposed to it Mahajan, Kamlesh, (1990).

Television became a medium of communication with power impact on women. They are stimulated by the imaginary world of television. Different changes were seen on TV-viewing habits of women's in recent years. It is observed that the

duration of TV-viewing in general and the duration of watching TV alone have increased.

Dorr (1986) states that TV stands out from other media as it is generally used more and can present more lifelike content than most of other media. Webster (2005), Technological developments have caused media options to expand rapidly. The advent of cable television made a large number of channels available to an average household. With more channels available to watch, audience attention became more fragmented. Singh, Uma (2001), Television was introduced in India as a pilot project under ALL India Radio in September, 1959 to transmit educational and development programs on an experimental basis to the population in New Delhi and its peripheral areas.

Fauconneir, Guido (1995) explains that mass media and society will be devoted entirely to the comparative study of the various function related to process of mass communication in the society. Advertising is an integral part of not only for western economy but also for western culture. If we are not to reject this tradition in toto, we shall have to accept the principle of advertising both in the functions it has in society and its nature character as directive persuasion. The advertising lies, too, to others minds more frequent and deceptive advertisement advertisements for harmful products, ads which appeal to unacceptable motives etc. it seems to us that advertising experts about start asking themselves their role, together with that of other mass communication such as films and TV producers, authors. Of play, composes of commercial tune in the spreading of a reduced picture of man.

Skovmond; Micheal and Schroder, Kim Christain (2002) describes that TV is the most powerful instruments in the western world for advertising and for consumer awareness. It is also the single most powerful forum of public communication, as well as the primary site of the social negotiation of ideas, values and life styles.

Kapadia (2002) conducted a study, "student's learning". The main objective of the study was to find out the impact of television on students' learning. It was found that television had an impact, which affected study habits. It was also found that television was not considered, as an obstacle in the study. Television had no adverse impact on the attendance of the students in the school.

Kaur (2003) in her study "impact of viewing TV on the social life of Rural Illiterate and Neo literate adults" and concluded that viewing of TV programmes by rural adults enhance their social mobility and social maturity and activated them for social service but it adversely affected their fulfillment of social responsibilities. Positive extent of impact of TV

viewing on rural adults in related to their literacy, status sex and viewing time etc.

Joshi and Gautam (2005) in their study "TV viewing patterns of adolescents and its impact on their studies". Observed that overall it has been that children watch TV as a medium, providing healthy entertainment, useful information and good time pass student as they grow in general, given importance to studies and watch TV judiciously

Roberge (2007) discuss the role of mass media in advertisement in India. According to him ads in India is not a document activity as it is in the west. But it performs the functions of legitimating goods and products and server as an agent of social change also by raising the level of awareness and sensitivity of the people.

Kothari and Chaudhary (2009) in the study, "Impact of Television programmes on behaviour of students of various age levels". The main objective of the study was to measure the effect of television programmes on students' emotional creative, educational, moral and social behaviour.

It was found that the impact of television programmes on creative behaviour, in all classes, girls had a more positive effect of Television programmes than boys but on the basis of mean value the negative effect was more on all students.

Cross Cultural Research Studies

Youna Kim's research (2005) suggests that young Korean women make sense of their lives through the cultural experience of globalization. She suggests that the practice of reflexivity is a defining characteristic of the cultural experience of globalization where television culture has become a critical condition for reflexivity. As per kim, these young women engage in a process of self analysis and self discovery through continuous interaction with the global world of television which "opens up a rare space in which Korean women can make sense of their life conditions is highly critical way.

Uma Joshi, Suvarna Bhokare (2015) in their study "Perceptions of housewives regarding the influence of Cable Television on the selected areas of their lives" has revealed that the housewives acquired information and developed creative abilities to some extent as a result of watching cable TV. Whereas, their daily and other activities and health remained influenced. The daily activities were not influenced as the housewives had to perform those activities. Therefore, it can be said that the daily activities, which are a must for women; were performed as per the schedule in spite of housewives watching cable TV.

It can be concluded that cable television, can be exploited for education and development if meaningful programmes are produced and telecast. There should be some slots of programmes telecast for

women on every channel. Cable operators themselves should be made to realize that apart from showing films and film based programmes they can telecast educative and meaningful programmes, for various age groups. If more informative programmes are telecast, the viewers will become well-informed citizens.

Uma Joshi, Ritu Bhatia (2019) in their study 'A study of influence of TV advertisements on adolescents of Baroda city. It has been found that TV advertisement have sufficient capacity to influence the adolescents. They are not meant to give information about a product but they are potential enough to alter the lifestyles, expression, vocabulary, and behaviour pattern of adolescent. The advertisements increase the general knowledge of the adolescent. The advertisement increases the adolescent's confidence and makes them independent in making decisions regarding purchasing of different products.

Advertisements can divert the minds of the adolescents in positive as well as negative direction can not only make them aware about the technical progress but taking place in the field of goods and services but make the adolescent obsessive and greedy to possess each and everything and if, unable to purchase things the adolescents become prone to many emotional and behavioral problems which may affect their adult life too.

Singh and Kaur (2019) studied the impact of television programmes on the socio-psychological behavior of urban primary school children. In this research topic the several aspects of the socio-psychological behavior of urban. Primary school children as perceived by their mothers are influenced by T.V. viewing. The aspects, which have a positive impact, include wisdom, Cheerfulness, boldness, alertness etc. Relatively, the age level of education, income, number of children and duration of T.V. viewed by mothers also influence this perception positively, but not to that extent.

Uma Joshi, Trupti Arekar, (2020) In this study 'Opinions of the Third year students of the faculty of Home science regarding Hindi films and their impact on society and youth' reveals that there was a high impact of Hindi films on society and a moderate impact on youth. This gives a hope to the educators parents and filmmakers to mould the opinion of the youth in a positive direction.

Difference in the opinions of the respondents regarding the impact of Hindi films on society and youth were studied in relation to the area of specialization, interest in films, education of mother and education of father. It was seen that these variables did not make any difference in the opinions of the respondents regarding the impact of Hindi films on society and youth.

Uma Joshi, Avani Maniar (2020) in their study. 'Influence of Television Viewing on Adolescents as perceived by themselves and Their Mothers in Relation to the selected Variables.'

It can be Concluded that Television has potential influence its audience Television viewing not only helped adolescents to gain knowledge regarding world's happenings, but it also helped them to adopt healthy food habits, in knowing way of behaving with elders, increased their vocabulary, clarified their science and math concepts, refreshed them for other day's work, helped them in respecting another religions and also helped them in performing various developmental tasks. By this study it can be concluded that television was playing an influential role in the life of adolescents.

Anita Yadav, Anupama Shab [2021], in their study "Effectiveness of a street play in increasing awareness and changing opinion regarding differential Treatment to women". Street play was found effective in increasing awareness and developing unfavorable opinion regarding differential treatment to women. Street play was found more effective among male respondents, controverts, ambiverts, respondents having mothers with high educational levels, respondents belonging to nuclear families and respondents in the younger and older age groups and it is recommended that more plays should be shown to these. Categories to create awareness and to develop an unfavorable opinion regarding differential treatment to women among them.

Media Research-Cross-Sectional Analysis- Uma Joshi Kalpana Paralikar, Manjari Gandhi (2000) in their study "opinions of Third year students of the faculty of Home science. Regarding the women's hags in Indian Cinema in the year 1999-2000 found that cinema in the most popular medium of Mass-communication in India. In this Medium, consistently and systematically women are being exploited. The popular Hindi Cinema has failed to project the correct image of Indian women and in laying stress upon stereo typed ideal of womanhood rooted in mythology. Result of the study revealed that most of the times the women's mages emerged as unmarried girls with the only aim of marriage in life.

An Article by W.P.S. Sindhy (1991, India Today) in '60 Revolutions -TV Soaps.

According to him TV soaps can influence the society women's adopted many style from these soap opera's. Tailors started copying Komolika's blouse and beauty parlors started promoting sudha Chandr's vertical bindis from Kahin Kisi Roz.

Anooj Kappori Senior vice president SET India Pvt. Ltd. said, "The saas Bahu' Melodrama has created a problem in various families. He said that he have come across various families where people

complained that the relations between many mother in law and daughter in law sowed because of these soaps; Kapoor maintained.

According to author Singhal A and Rogers EM in "Prosocial television for development in India"

A blend of entertainment and education, Indian television broadcasts of the soap opera "Hum Log" had positive results in promoting certain social desirable behavior women's equality and smaller family size. Developed by Doordarshan, India's government television system, Hum Log modeled itself after Mexican television's successful prosocial soap operas. The series consisted of 156 episodes of 22 minutes each and run for 17 months during 1984-85. The series was broadcast in Hindi. At the end of each program, an epilogue lasting 30-50 sec. summarized the social concepts and provided guides to action. An audience survey indicated an audience rating of 65-90% is the predominantly Hindi speaking Northern India, with 20-45% is the south where Hindi is not spoken. About 50 million people watched the average episode. Despite an initial intensive focus on family planning, the range of serial issues addressed was expanded to include national integration, health, urbanization, national welfare and family harmony. Viewer response showed that most people identified with the positive role models than with the relative role models; viewers also indicated learning positive attitudes towards the social issues involved. An unintended but positive effect of the success of "Hum-Log" Indian television went commercial, earning profits that were used to increase the production of domestic shows.

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