

# Role of Television in Changing Scenario

## Abstract

This paper considers the role of television in the present scenario. Despite a substantial increase in the number of alternative media sources like internet, computer and news supplements on mobile, television is facing the challenges. Still the television has strong position as the most powerful medium of social communication. The paper also discusses about the reasons of the popularity of Television and future role of television.

**Keywords:** Television Viewing, Awareness.

## Introduction

Television is the first mass produced and organically composed symbolic environment into which all children are born. It can also be said that the power of this medium is so great that people change their attitude about people and activities to reflect those encountered in television programmes. There was indeed a time when television in India was a wonder and people of the neighbourhood used to gather in the evening at the owner's house to take a view of the popular shows of these days.

## Change in Television Viewing

The rapid growth of multi channels in television has meant more choice for viewers. The cable and satellite channels both are spread all over the country over the past few years. The introduction of new information technologies has intensified the centralization of media. The spread of new technologies has also encouraged the growth of community media such as radio station, cable television etc.

Despite a substantial increase in the number of alternative media sources including internet and computer, and other forms of media as commercial radio and mobile news supplement, magazines, the average number of hours of television consumed on a daily basis has remained stable since 1992 at around 3 and a half hours a day (BARB 2002). To date none of the media sources has replaced the time spent in viewing television by people to a significant degree.

The introduction of multichannel has resulted in new content such as reality shows, cookery, sports, political debates, 24 hrs news channels, fitness shows; share market news has changed the whole scenario. Daily soaps on Zee TV, Star TV, Sony TV etc. has opened a new world of entertainment for audiences. Kaun Banega Crorepati inundated with game shows formula created a little bit of mental exercise and a monetary reward also.

## Learning from Television

When the television was introduced to India, it was planned to be used more as a tool of education and information. Now a days Television has become a popular and powerful medium of education, information as well as entertainment. Television has established itself as a potent medium of information, education and entertainment throughout the world (UNESCO-1964) as a versatile, dynamic and powerful medium the informational and educational use of television not only encourages the people but demands a continuous appraisal of the way in which it is utilized. Television offers the children an enthralling world to try to understand from which to learn. Television attracts the people of all ages but children are most commonly attracted.

## Creating Awareness in Society

Television is a medium for bringing about a transformation in Indian Society. It draws the attention of people to the evils of their society, their rights, and duties and their obligations. It creates social awareness among people about dowry, exploitation of backward communities and illiteracy, through different channels. In today's world television has become almost as necessary as food and clothing. It is true that television is playing an outstanding role in strengthening the society. It help to know the current situation around the world, and it has a strong social and cultural impact upon society. Television play an important role in



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increasing awareness by collecting the views and attitudes towards certain issues.

Today news channels help us to estimate the realities of live and focus on every social matter with the pure and free effect; it has a chance to explore the issues of societies more openly. Television is not confined to informing the people, but it is affecting the thinking and perception about different issues of the society. When we see that Amitabh Bachchan bringing awareness about Polio drops and entire cricket team trying to bring awareness about HIV etc. then it becomes more appealing for general public since most of the people depends on television for latest news and updates, this is the best way to bring awareness in the society.

#### **Quicker and Cheaper Medium of Information in Rural Areas**

Television plays a very important role in enlightening and educating the people. Doordarshan is still spreading awareness about various rural development programs, propagation of family planning and other government policies.

#### **Developing Political Awareness**

Now a days, increasing political awareness among the people is reforming the society. The various news channels keep the vigilant citizens updated. They organize debates and group discussion about the current political issues in order to enlighten the public about the democratic issues. The government's policies and actions are conveyed to the people immediately and public opinion and views are expressed to make the government aware of the public feeling. It makes the policy makers aware of the wrongs. In present scenario television has become so powerful that it is in a position to make or break government. Mr. Narendra Modi might never have been the Prime Minister without the role of Indian media specially news channels. Heavy media emphasis on news about his election campaign has played a powerful role in his victory.

Television debate programs have a tremendous effect on youth. These include gaining knowledge on politics and politicians, gaining a better understanding on various governance issues and that through these programs the youth have somewhat changed their perception about politics and politicians.

#### **Developing Communal Harmony**

Television is promoting national integrity in a country like ours, where there is so much geographical, cultural, social, linguistic and religious diversity. Daily soaps and movies telecast on television helps in promoting national integration. It shares the burden of Government machinery in the task of nation building and in strengthening national integration. Movies telecast on television are developing patriotism and communal harmony.

#### **Introducing New Products**

Television is the most powerful and influential medium of communication around the globe. Due to its powerful effect, most advertisers rely on television for advertisement of their products to attract the people of different age groups. Almost all the products in market before selling it introduce their product in television. It gives the information about the latest trends. Very big amount of money is invested in

television industry for marketing their products. This has changed the life style of people a lot. Most of the attractive advertisements are affecting the taste of children. Food preferences of children depends on Television ads. There is a positive relationship between advertisements of eatables memorized by children and different food items like soft drinks, snacks, noodles and biscuits that children eat (Borzekowski and Robinson, 2001)

However after the introduction of various electronic gadgets, Television is the medium to bring families close together in the sense that they spend more time in each other's presence after they acquire a television set.

#### **Why do People Watch Television**

What attracts people towards TV? First thing is that it is most popular form of entertainment till date because it is near to hand and easiest to use. Schramm et al.(1961) concluded that there are two main classes of reason , first is the passive pleasure of being entertained , living in a fantasy, taking part in a thrill play, identifying with exciting and attractive people getting away from real life problems and escaping from real life problems. Another most important reason for exercising control programmes in television is that it is a habit forming medium. Schramm, Lyle and Parker (1961) reported that some people appeared to be quite compulsive about Television. Such children were vaguely ill –at ease when they missed a favourite programme, or when some programme or performer they particularly liked was off the air. Some children felt uneasy when they were away from Television on a summer vacation. They also found that most children regarded television with both affection and respect. Wherever television becomes available for number of hours in a day, it dominates the leisure time of the children. Himmelweit, Oppenheim, and Vince have suggested several principles that help to explain the changes television brings about in leisure patterns. For example, younger children will go less often to cinema when they have television in their homes, they will read less books and magazines. These activities meet about the same needs as television. Television viewing involves the person emotionally, intellectually and psychologically. Television is an inescapable part of modern culture we depend on TV for entertainment, news, education, culture, weather reports and live-telecast of sports events. The appearance of Television and television broadcasting enriches our daily lives.

Furthermore, the television considered as the unlimited source of information, next to internet. There are many scientific channels, which are suitable for all ages. These are the cheapest way to improve our knowledge. There are a lot of religious channels are available for old aged people. This is the easiest medium of entertainment for housewives. People all around the world are no longer distant and isolated from each other.

#### **Future Role of Television**

It can be said that, in the near future, television retains its present role in reflecting and influencing cultural cohesion. Television continues to be an important agent of entertainment, with a high

level of shared viewing experience among the population as a whole. This enables it to maintain a well-defined national profile. Television plays a significant role in encouraging social and cultural interaction because it is commonly identifiable as a cultural object for appreciation criticism and debate (corner 1999). In global challenges and future scenario, television now finds itself involved in developing processed of differentiation, i.e. by giving different choices, in promoting diversity, showing new life style possibilities and providing access to different ideas and information.

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