

# A Sociological Study of the Impact of Television on the Education & Career of the College Students (with Special Reference to the Students in Maharani Girls' College, Dholpur)

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**Abstract**

Television is probably the most popular means of recreation and information all over the world in the twenty-first century. With its use for recreation in particular, the other means of recreation have almost disappeared. It essentially has at least something for the people of all the age groups. In the process of globalization it has a pivot role to play. The elderly and matured persons use it for the global information; the young use it for sports and other information in addition to recreation; the children use it mainly for recreation. It will not be an exaggeration to comment that it has drawn the people of the different age groups towards it so magnetically that they find hardly anything beyond television. The traditional games and other means of recreation have lost their existence just because of the world-wide use of television. Obviously, the advantages associated with television make one feel blessed. However, television is disadvantageous too. It has both its positive and negative impact on the education and career of the students, and particularly, on the college students who pass at least 3 to 4 hours on an average on TV watching sports, news channels, movies, news, comedy shows, singing shows and programmes. Indeed, TV has changed the world of the people incredibly. It has narrowed the world to a single room where one finds every information and every type of recreation through the various channels that serve with various useful and recreational programmes to satisfy the various types of demands of the people of different age-groups. Based on primary data collected through focussed interview, the research paper is an empirical study on 50 college going girls selected randomly from Maharani Girls' College, Dholpur. It emphasizes the positive and the negative results of Television on the education and career of the college students.

**Keywords:** Recreation, Traditional Games, Intellect-Satisfying Stuff, Updation with the Knowledge of The World, Live-Shows, Aesthetic Sense, Adolescents, Teen-Agers

**Introduction**

Television is the demand of time, as it satisfies the various types of needs of an individual just within the walls of a room where, as per their mood, situation and requirement, the people get the stuff that can recreate and refresh them; intellect-satisfying stuff that can make their updation with the knowledge of the world, and with what is happening around them; live shows and concerts that can entertain them, and the stuff that can satisfy their aesthetic sense. It serves with everything that is imaginable on the part of man. Television brings several programmes through its channels meant for the people of different age groups. It facilitates the small children with cartoon shows; the adolescents with movies and the serials based on the themes of bravery; the teen agers with fashion shows and the other programmes that can satisfy their fancy; the youth with the live shows of games and sports, various types of movies, past and current information through the channels like the Discovery Channel and others; the aged with the news and religious programmes. Television particularly facilitates the women who feel blessed while watching the serials based on the familial, social, religious, health and hygiene and spiritual themes familiar to them. Being popular in late 70s in India, television has now reached every house

in every village, town and city. Once the monopoly of the rich, it is now equally enjoyed by the poor who even don't have enough to eat and survive and who live in the open or on footpath. Honestly speaking, television has played a pivot role in bringing about the social change in India.

No doubt, everyone in India more or less affected by television and spends time watching television, but it is the college going students who are most affected by it. It is both good and bad for them. It is good to those college students who seek intellect-satisfying stuff that can help them update themselves with the knowledge of the world, and that can help them prepare themselves successfully to prove their intellectual and academic potential in the competitions. The news channels, the sports channels, the discovery channel etc. are playing a dominant role in preparing the college students for the various competitions. These channels teach the students several useful things and update them with the latest information about the things happening globally in an informal way. On the contrary, it is bad to those college students who use television only for recreation and not for learning. Such students waste their time in watching movies and serials repeatedly for hours. They consider television their first priority to such an extent that they get addicted to it. They seek pleasure and satisfy their fancy through the stuff that is served to them through the scenes and episodes of the movies and serials. Such students get deviated from education and career. Not only this, this addiction to television causes negative effects on their body posture, eye-sight, audibility and working of brain. Generally, such students get strayed from their goal of life and finally spoil their career as a result of their over watching and addiction to television.

#### **Objectives of The Study**

1. To learn through the students their daily schedule
2. To have an idea about for how many hours they watch television
3. To learn what programmes they watch regularly
4. To discuss with them over their favourite channels
5. To be familiar with the various causes of their watching television
6. To learn in what ways the programmes watched on TV by them are useful and unuseful to them
7. To have an idea what channels are preferred by them and why
8. To know about the means of recreation used by them in daily life other than television
9. To learn about the causes of their preference for television as a means of recreation
10. To peep into their bent of mind to academics
11. To discuss with the units of information the advantages and disadvantages of television
12. To attempt to correlate their watching TV with their education and career
13. To know through them their goal after completing education
14. To learn if the programmes watched by them on TV are helpful in their academic tastes and career

15. To learn if their watching TV has some adverse effect on their body and body posture
16. To learn about how they manage their studies while watching TV
17. To be familiar with their academic progress
18. To learn about the physical, mental, family and educational problems caused by their habit of watching television

#### **Review of Literature**

Hemamalini et.al (2010) states that though violent images are portrayed in T.V, there is no relationship between these images and children's violent behaviour.

Ahluwalia and Singh (2011) revealed in his study that T.V. competes with family, school, society and religious institutions to provide role models and information that affect children's beliefs, values, behaviour. attitude and lifestyle.

Daud et. al (2011) in his study state that television advertisements in general and those involving some celebrities have immense and long lasting impact on youth's lifestyle, religious values, family bonding and their decision making for buying various items.

S Gurleen and Sukhmani (2011) found that 41.2% respondents watch 3-5 Hours of television; 38.6% Males and 43.7% Females watch 3-5 Hours of television daily while only a small percent watch less than 1 Hour of television.

Singh and Ram (2011) conducted a study on impact of television commercials on Children's attitude. On the basis of gender, significant difference has been observed in relation to variable named most TV commercials are poor in taste and very annoying (5 per cent level of significance) which shows that boys and girls differ significantly as far as TV commercials taste and annoyance is concerned. The result also shows a significant difference on the basis of education, significant difference has been found in relation to variables named TV commercials try to make people buy things they do not need.

Ravi and Devadas (2012) conducted a study on TV viewing pattern among women. The result shows the duration of TV viewing varies from more than eight hours a day to 3-8 hours and less than three hours a day.

Pegu and Kumar (2013) revealed in his/her research paper based on the study conducted among college-going girls' in Silchar town. The result of factor analysis suggests that advertisements play the most significant role in determining college girls' attitude towards consumption of fashion products.

#### **Hypothesis**

1. Television is the most popular means of recreation in the world these days
2. It is helpful in the process of globalization, universalization, modernization, Sanskritization and urbanization
3. Through various channels it serves to the watchers stuff meant to be enjoyed by the people of different age groups
4. It has narrowed the world to the four walls of a small room where one can see the whole world

- and can learn at once about the incidents that are happening around
5. It has reached every corner of the world
  6. In India it has reached every hut and house in every village, town and city
  7. It is watched by millions of people of different age groups everyday
  8. The aged like to watch the news channels, religious and spiritual channels
  9. The young like to watch movie channels, sports channels and comedy channels
  10. The adolescents like to watch movie channels, family channels, live dance and musical shows and concerts
  11. The children like to watch religious channels and cartoon channels
  12. The school and the college going students have an addiction to watching television
  13. Television is useful to the college students to the extent it is used for recreational purpose for a limited time
  14. It becomes harmful to the college students when they develop a habit of watching it excessively
  15. It is useful in the education and career if the students confine themselves only to the meaningful and educative programmes that can orient them to some career
  16. Most of the college students ignore their studies for the sake of television which causes in them deviation from studies
  17. Generally the young students learn the undesirable things from the TV serials and movies.
  18. The over watching of television results into imbalanced body posture and other diseases relating to body
  19. The over watching of television by the college students causes unnecessary tension in their family which sometimes leads them even to suicide

#### **Research Methodology**

The study was conducted on 50 girls selected randomly from all the courses running in Maharani Girls' College, Dholpur. For the study, the secondary data were used in order to get a feedback. It being an empirical study, the study is based primarily on the primary data collected through the interview method. The Interview guide prepared by the study makers consisted of 60 very relevant questions covering the various aspects of television and its effects. However, the focus was on the impact of television on the education and career of the college students. The study was made in close observation and face-to-face interaction of the researchers with the units of information which helped them study the problem properly. For the purpose, all the steps of social research prescribed by PV Young and others, were followed. During the study, complete objectivity was maintained for the sake of the scientific spirit of the work.

#### **Key Findings**

1. 100% units of information selected for the purpose watch television and take it the best means of recreation..

2. Of the 50 units, 29 maintain a balance between their studies and television, while 21 fail to maintain it because of their irregular TV watching and irregular studies
3. They watch TV per day for 0-2 hours (11 units), 2-4 hours (29 units), 4-6 hours
4. (7 Units), 6-8 hours (1 Unit), 8-10 (1 Unit) hours and more than 10 hours (1 Unit).
5. The favourite TV channels of the units of information are- Soni TV (5 units) , Star Plus (3Units) Zee TV (3 Units) , Sab TV (16Units), Discovery Channel (1 Unit), Cartoon Network (2 Units), Hindi Movie Channels (9 Units), English Movie Channels (2 Units), Sports Channels (3 Units) , Hindi News Channels (2 Units), English News Channels (1 Unit), Fashion Channels (2 Units), All Channels (1 Unit)
6. At home, they devote 0-2 hours (13 units), 2-4 hours (22 units), 4-6 hours (10 Units), 6-8 hours (2 Unit), 8-10 hours (2Units) and more than 10 hours (1 Unit).
7. They watch TV from the distance of 0-3 feet (6 Units), 3-6 feet (23 Units), 6-9 feet (17 Units) , 9-12 feet (3 Units), more than 12 feet (1 Unit)
8. Their body postures while watching TV are- Sitting erect in the sofa, chair or bed (6 Units), Sitting cross-legged (11 Units), lying on the couch (21 Units), in any posture that is found comfortable (12 Units).

#### **Conclusion**

To sum up: Television has both the positive and the negative impact on the studies and career of the college students. Most of the students selected as the units of information from Maharani Girls College Dholpur are in the habit of watching television as a good means of recreation. Being girls they have hardly any other means to recreate them, so ultimately under the impact of circumstances, they pass their time at home by watching TV. All the channels and programmes are accessible to them, but they watch generally the comedy and familial serials in order to entertain themselves. Their conditions of living and working at home always do not allow them to watch TV by sitting erect in a right body posture because most of them spare time for TV from the hours when they are busy in the kitchen, bathroom, studies, dining room eating food or serving food to the family members. Therefore they make the body posture accordingly. However, most of them sit cross-legged or even lie on occasions for the sake of watching TV. As far as the impact of TV on their education is concerned, it definitely has an adverse impact on their studies as the TV with several channels and different programmes deviate them from their studies and force them to spare time for them. In a nutshell, over watching of TV is not good for the college students because the time which the students are expected to spare for studies and preparation for the various competitions, is spared for the watching TV.

As a result, many students deprive themselves of the opportunities of career. Physically speaking, there are no positive results of the watching TV on the individual. It causes physical imbalance and

imbalanced body posture as it was found in most of the units of information. The impact of TV on the family and on the mental ability too is horrible. Over watching of TV causes dilemma, confusion, absent mindedness, tension, depression and other diseases. Similarly, because of frequent poking of nose of the family members the individual finds himself under pressure and in tension. Hence, the students should check their habit of over watching of TV. Only such programmes should be watched that can help them prepare them for the world of competitions and that can nurture their social, religious and ethical values. For it, counseling sessions should be organized in the college from time-to-time, and through such sessions they should be motivated to focus more on studies and preparation for the competitive examination than on the movies and serials as they have nothing to do with the academic development of the students.

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