

Impact on Television Programs on The Status of Women

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Abstract:

This research paper attempt the television has rapid viewers throughout the world. The convenience of television has enabled viewers to update information about entire world; this paper explores how television as a medium plays an important role in the lives of the study area was Bengaluru City women. An effort was taken by the researcher to determine which sect of the women are heavy television viewers and what sort of television programs they give importance too. These study quantitative and qualitative research methods were chosen to carry out this study. Four major wards of Bengaluru city were selected to carry out the study. A total of 120 women have been selected, 30 from each ward. In the present study questionnaire and interview lists were used to collect the data. The plan of research was to categorize the women the results of this preliminary study gave an insight into the role television played in influencing and improving life and practices among the Bengaluru women. This study also provides the basic input as to how television programs create social awareness in the lives and minds of women.

Keywords: Influence, Television Social Change, Entertainment, Information, Education

Introduction

Media has become an integral part of human life

today. Advances in the fields of science and technology in modern society have further strengthened modern mass media. A situation has arisen where it is difficult to imagine human life without newspapers, magazines, movies, television, video etc. That is why the media is considered as a means of providing knowledge that is needed by man. Among such media, the role of television, which is known as the magic box, which has attracted us all to itself, is great. Television is one of the most influential media today that has captivated people in every aspect. Today it is impossible to imagine a world without television. Television has become the only medium to provide information about social change, entertainment, information, education, agriculture, sports, commerce, business, politics, and industry across the world.

After the introduction of television in the country, the whole world has become a village. Nowadays television is a unique medium that reaches literate and illiterate people by imparting education, information, entertainment. Today entertainment

programs on television are diverse. The programs are emerging to facilitate viewing of the programs that the viewers want to watch. There are many types of channels like entertainment channels, news channels, sports activities channels, diverse environment and forest channels, cinema channels etc. Accordingly, today television is busy airing various programs about women. Many programs are being aired about women who are identified as weaker sections of the society. Today women are focusing on social, economic status, self-reliance, protection. They are leading in all spheres of society. Television is airing programs that create awareness and awareness among such women and strengthen their self-confidence.

Apart from such programs which are broadcasted for the benefit of women, by telecasting programs on women's welfare, hard work, family and health, the task of creating awareness and understanding about them among men, another part of the family, is being realized through television. It is essential to provide information to women about all matters such as family health, home beauty, food, cleanliness. Many programs are aired for women who are interested in interior decoration, flower arrangement, dress design, handicrafts and make-up. However, many programs addressed to women today

are also causing many problems in the family. It has been established that women are the main audience for programs like serials and astrology.

It is heard that women are devoting most of their daily time to watch such programs. By that, it is being heard from the audience that these programs are the cause of various types of family problems in the society. It is felt that astrology shows are getting the most recognition from female viewers. It is also heard that such astrology programs are leading the society in the wrong direction. Hence the present study is about the role of television shows in attracting women. The main objective of the study is to shed light on the television shows that attract women even in their busy daily life. The role played by women in viewing serials and astrology programs has been analyzed in the study.

Statement of the problem

The present study is about the impact of television shows on women. What kind of programs are women interested in watching? Thus, the main objective of the study is to find out the impact of serials, advertisements and astrology programs on women in the present society. The role that television programs play in attracting women is found in the present study.

Significance of the Study:

Television is a successful medium today in providing information and entertainment. Television is a necessary medium for all sectors and is giving high priority to many programs related to women. A woman's responsibility in family is great. Women are progressing on the path of development due to telecasting of topics such as family health, home beauty, food cleanliness, etc.

Television is airing various programs on innovations and new ideas related to women. The main aim of the study is to find out about the various changes and influences on women. Another topic of study is to find out the preferences given by women especially in television programs. In the present study, the impact of televised programs on women is analyzed. To find out the change in life style of women under the influence of televised advertisements. To find out whether televised health related programs are useful for women. Along with

this, the main objective of the study is to gather opinions about the increasing interest of women in astrology programs today.

Objectives of the Study

1. Identifying women's favorite programs on television.
2. To identify the impact of television advertisements on women.

Research Methodology

The present study focuses on television programs on women. Quantitative and qualitative research methods were chosen to carry out this study. Four major wards of Bengaluru city were selected to carry out the study. A total of 120 women have been selected, 30 from each ward. In the present study questionnaire and interview lists were used to collect the data.

Discussion and Analysis

In the present study the factors that attract women's interest in televised programs have been identified. By that analysis has been carried out about women's favorite programs. Accordingly, the attitude of women towards advertisements on televisions today has been found to be increasing. Thereby the study throws light on whether advertisements are successful in attracting women. In view of all these factors, one of the main objectives of the study is to identify the attitude of women towards astrology programs which are increasing today.

Purpose 1. Identifying women's favorite programs on television.

Television programs play a major role in entertaining the viewers today. Different types of serials, films, reality shows are coming to the doorsteps of the audience as competition. The purpose of the study is to gather information about the programs that are attracting women among them. Therefore, in the present study, an analysis has been carried out based on the following information, which is the favorite program for the share of women.

Table 1. A numerical breakdown of favorite programs watched by women on television

Sl. No	Programmes	Number of Viewers	Percentage
01	Reality Show	20	17%
02	Serial	52	43%
03	News	12	10%
04	Health	24	20%
05	Movies/Films	4	3%
06	Astrology	8	7%
Total		120	100%

In the above table information about women's favorite programs on television is colored. Accordingly, 120 women in four wards of Davangere city were interviewed. When asked what their favorite show on television is, 43% of women answered serials. 20% of women said health, 10% of women news, 17% of reality shows, 3% of movie shows and 7% of women answered that astrology programs are favorite. According to the opinions expressed through these perceived factors, women chose serials as their favorite program. Out of 120 women, 52 expressed their preference for serials. This speaks to the fascination women have for serials. That is why women have become a huge audience for serials telecasted on television. Capitalizing on this, many channels today are busy focusing their attention on serials only. It was found in the study that male and female as mentioned in the interview like to watch serials which are aired on television more often. We watch serials to pass the time at home and because there is a good story. Women's opinion is that they want to see more storylines, stories and female lead stories in serials. According to some women, the elements expressed in the serials are close to some events in their lives. So they want to see such serials.

Purpose 2. To identify the impact of television advertisements on women.

The purpose of the present study is to find out the impact of television advertisements on women. Advertisements today are expanding their market with the largest number of broadcasts on television. Such advertising companies are involved in the production of many products focused on women. In order to introduce them to consumers, it was found

through the study whether the advertisements contained various artistic elements in motivating the purchase of the products among the women.

Table 2. Women's opinion regarding purchase of advertising products

Sl. No	Women Opinion	Respondents	Percentage
01	Influencing	88	73%
02	Not influencing	32	27%
Total		120	100%

According to the information found in the four wards of Davangere city as mentioned in the above map, television advertisements are encouraging women to buy things. Accordingly, among the 120 women selected for the study, 73 percent said that advertisements influence the purchase of products. Rest of the percent 27 percent of women answered that advertisements do not influence the purchase of products. Judging by the above statistics, the television industry today is quite active in attracting women through advertisements.

Looking at the findings from interviews, another data gathering component of the study, advertisements are appealing to women like never before. Because, advertisements are recognized as capital of television industry today. Attracting the women at home has become their main objective. Women's accessories, accessories, Jewellery, household items are identified as the most popular products in advertisements today. In addition to these, brand ambassadors are busy trying to attract women by using these factors. According to the information found in the interview, most of the women are involved in the magic of advertising as brand ambassadors. The reason is that movie stars are acting as ambassadors for most women's accessories today. Women are not so much interested in quality of products as they are in following them. Instead, it was found through interviews that people are buying the products because of the glorification in the advertisements. So it can be seen that advertisements are making adequate use of television medium in the most active process of attracting women to buy.

Purpose 3. To identify the attitude of women towards televised astrology programme.

Today's media fascination is that astrology programs have become the mouthpiece of every channel. The reason is that an atmosphere is being created today that there are no channels without astrology programs. Under the illusion of TRP (Television Rating Points), the media are using astrology programs as their source of capital. In that regard the present study will identify the attitude of women towards astrology programmes.

Table 3. Attitudes of women towards astrological programmes

Sl. No	Women Opinion	Respondents	Percentage
01	Positive attitude	76	63%
02	Negative attitude	44	37%
Total		120	100

As shown in the above map, the data collected from women showed a positive attitude towards astrology programs. 76 out of 120 women expressed positive attitude towards astrology program. Other than that, 44 people expressed a negative feeling about the astrology program. Astrology is the most preferred program after serials by most of the women today. So today astrology-based programs are getting high TRP rate.

According to the information obtained from the interview, television is the main reason why most of the women are inclined towards astrology programmes. Astrology programs on television today have increased even more than in the past. Earlier astrology programs were not aired on television. Therefore, it was not possible to find solutions to personal and family problems by blaming others. But today televisions have launched astrology programs to solve problems while sitting, women argue that it is convenient. Again according to some women astrology is a trick used to deceive people. Televisions have capitalized on this taste of women. It is ridiculous to say that astrology can solve life's problems. Therefore, it is the opinion of those who

have a negative attitude that televisions should be careful not to telecast astrology programmes. Astrology programs have both positive and negative attitudes among female viewers. But the current study found that there is more tendency in the sector with positive attitude.

Conclusion

In today's modern society, television shows have many influences on women. Therefore, according to the factors found in the present study, serials are among the favorite programs of women. Most of the women are spending most of their time watching serials. Along with these, the story in the serials and the attitude of women that women's problems are related to their lives are making them emotional and also increasing the attraction. This is identified as the main reason why women are more inclined towards serials. Along with this, advertisements are also playing a major role in buying things for women. As women are mostly attracted to serials, the ad spend is high at the same time. The reason is that women are the buyers of the products being circulated at this time. So this time starting from 5 pm to 10 pm is called prime time. Most of the advertisements at this time are directed towards women. Hence the present study found that women who are motivated by advertisements are attracted towards their purchase.

Otherwise, women have a positive attitude towards astrology programmes. The study identified that women prefer to watch astrology programs in large numbers. The increasing number of astrological programs on television these days has made it possible to fall prey to such follies. The study revealed that astrologers capitalizing on this and television channels have made women their majority audience. Television is a great tool for the development of society. How to use it has also become a challenge. Therefore, television channels should focus on programs that empower women. Most women depend on televisions for entertainment at home. Hence, a large viewership of women has been created in relation to television viewing. Human resources can be developed only when such viewership is utilized by televisions for the development of society. Otherwise, there is no doubt that the label will stick to television, which is driving

the female viewership further into hollow culture through programs that suffocate stupidity.

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