

CHAPTER-IV

IMPACT OF T.V. ON WOMEN AND THEIR FAMILIES

Introduction :

In the present topic the researcher is going to discuss the role of T.V. by describing several case studies of women and their families belonging to different economic groups.

In this chapter we will try to understand the viewing behaviour of the women and the impact that T.V. has brought about in their attitudes and way of life.

In this study women are viewed as a part of their families. The unit of investigation is their family. First we shall begin with the Case Studies of Women Families belonging to the income group of Rs. 500.00 to Rs. 2500.00 group.

Lower Economic Category (Rs. 500.00 to Rs. 1500.00)

Case Study No. I :

Name : Shri Mohan Sakharam Tambe

Age : 60 years

Religion : Hindu

Caste : Maratha

Mother tongue : Marathi

Occupation : Watchman

Income : Rs. 400.00 p.m.

Mohan S. Tambe resides in Satara City since the last 50 years. He is a Hindu by religion. His wife assists him by working as a maid servant. It is a nuclear family. The financial position of the family is very poor. The family members have been influenced by old traditions and they are not immediately ready to accept new things in modern life. His family cannot afford to purchase a T.V. set. They, however, see some programmes on the neighbours' T.V.

The respondent's wife does not hesitate in working as a maid-servant. The family members have social contacts with various types of families and hence get different types of information.

The family members' attitudes and way of thinking and living have been affected due to constant exposure to T.V. programmes at their working places in different houses. For example they are now more aware of maintaining cleanliness, primary health, care, using washing powder, soaps - example wheel and various articles which they see on T.V. According to the advertisements on T.V. it is observed that their demands go on changing.

Obsevation :

Though the family's economic condition is poor, they are receptive to change. This is on account of their social contacts and the influence of different types of literate and rich people. Exposure to regular T.V. viewing has brought about a change in general in their awareness, information, attitudes and buying behaviour. T.V. has been largely influencing their choice of consumer articles like soaps, detergents, tea, powder etc.

Case Study No.II :

Name : Smt. Kousalya Rama Shinde

Age : 50 years.

Religion : Hindu

Caste : Maratha

Mother tongue : Marathi

Occupation : Maide servant

Income : Rs. 500.00 p.m.

Smt. Kousalya R. Shinde resides in Satara City since the last 20 years. She is Hindu by religion and Maratha by caste. She was living in Bombay with her husband. But after the death of her husband she came down to Satara and tried to get various types of work for making a living. She did many kinds of petty work of low prestige. Economically many things like education, T.V. etc. are not affordable. This woman is greatly influenced by customs, traditions and culture. So she is not able to accept new and modern things in her life. However, she sees the T.V. programmes at different homes or while carrying out her duties as a house maid. On account of her regular socio-economic contacts with different types of families and the information and informal education received from the T.V. and she is undergoing attitudinal changes and changes in her buying behaviour health standards, and way of life.

Case Study No. III :

Name : Shri Gopal Shankar Sutar

Age : 35 years

Religion : Hindu

Caste : Maratha

Mother tongue : Kannada (but also speaks good Marathi)

Occupation : Watchman

Income : Rs. 600.00 p.m.

He is from Karnataka. But now he is residing in Satara City since last so many years. He is working as a Watchman. His wife works as a labourer in the building construction work and earns some money. Both are illiterate.

His family is a nuclear family. The strength of the family is five. His children are not ready to go to school. This family has been influenced by old traditions, customs and culture.

This family belongs to lower income group and therefore, they cannot purchase a T.V. set.

Observation :

On account of his economic and social contacts with various people he is found to be favourable to accept change but his economic condition acts as a barrier in accepting changes.

Income Category (Rs. 1501.00 to 2500.00 per month :

Now we shall take up case studies of women and their families in the income group of Rs. 1501.00 to Rs. 2500.00 per month.

Case Study No. IV :

Name : Sou Maya Vijay Kamble

Age : 27 years

Religion : Hindu

Caste : Mahar

Mother tongue : Marathi

Occupation : Maid servant

Income : Rs. 250.00 p.m.

Family :

In all 7 members live in a joint family and live in Satara City for the last 15 years. The family is traditional minded and they are just able to satisfy their minimum needs.

Mass media :

The family does not own radio, taperecorder or T.V. Hence, not too much exposed to these media but the woman sees TV. in the houses where she goes for work.

Social contacts :

On account of several social contacts with neighbouring families they are exposed to several types of information, news and views. Occasionally their family members see the programmes in their neighbours house. The programme 'Akasharadhara' has impressed them very

much. Overall this woman is more social and responsive to several changes; hair style, attitudes towards women's roles, materialistic change, etc.

Case Study No. V :

Name : Sou. Laxmi Malhari Awaghade

Age : 48 years

Religion : Hindu

Caste : Mahar

Mother tongue : Marathi

Occupation : Preparing Beedies

Income : Rs. 300.00 p.m.

This family resides in Satara city since the last 35 years. The wife works in a beedie factory and also as a maide servant. Her husband works as a labourer in the municipality. Both are illiterate but their daughter is educated upto VII standard.

This family belongs to middle class. They use radio, taperecorder and T.V. set. This family consists of four members husband, wife and two children. Her husband is a driver. Most of the time he is on duty going to different places. Occasionally he sees T.V. during night. While carrying patients to hospitals he comes in contact with different people. Due to all this there is change in his thinking, living and also purchasing of new gadgets like cookers, mixers etc. T.V. advertisements have influenced them to purchase the soap brands like Santoor, Nirma, etc.

Her monther-in-law Smt. Subhadra Waman Kamble is 58 years old. She works in Municipal Council as a Sweeper. After the death

of her husband, she accepted this work. She does not hesitate in doing such type of work. In addition to this she is looking after an orphan child. She says that she got this inspiration from one of the T.V. programmes and Municipal Councillor, Mukadam and other respected persons.

Observation :

She does not have a T.V. set but sees the programme occasionally.

Influence of T.V.

By seeing T.V. serial and the work of a maid servant in a T.V. serials she finally decided to accept the work of a maid servant without any hesitation and thereby contributed to her family income.

She has come into contact with different types of people and it has affected her thinking, living and the family in accepting new things in their day-to-day activities. T.V. is influencing them to buy specific brands of soaps, washing powders and cream sets. Advertising communication is playing a powerful role in shaping the consumer buying behaviour.

Social change

By seeing various types of domestic T.V. serials she is of the opinion that man is likely to accept evil things easily by imitating the things shown in serials, in actual life he tries to act accordingly. She mentioned Kalokh and Haddhappar as such examples.

Case Study No. VI :

Name : Shri Satish Waman Kamble

Age : 25 years

Religion : Hindu

Caste : Mahar

Mother tongue : Marathi

Occupation : Service

Income : Rs. 2500.00 p.m.

He is working as a Sweeper in the State Transport Corporation of Maharashtra. This family consists of four member, head of the household of the family, wife and two children. He is residing in Satara City since the last 15 to 20 years. His wife does household activities. Both of them are educated. It is a nuclear type of family. He is the only member who earns and his wife helps him in household activities. There are change in their customs, traditions, etc. They mostly try to welcome new things in their life but due to lack of financial support, they cannot improve themselves as per their wish. Eventhough they wish to buy a T.V. set they cannot because of poverty. But occassionally they go to see T.V. in the neighbouring houses. However, there are some limitations. They possess a radio for listening to news and songs.

Being in State Transport Bus Stand he comes into contact with many types of passengers, so there is change in his thinking, living, behaviour and tries to accept new things in day-to-day activities e.g. purchase of clothes, washing powders, soaps, medicine, Jipala gripe water, etc.

Health and family welfare

By seeing T.V. programmes they are inspired to improve their health and they prefer to consult doctors when any member of the family suffers from illness.

They use family planning techniques like 'Mala D' and 'Copper T.'

Education

There is no educational change in the family. The kids are still young and do not go to school. His wife is engaged in household activities. She is interested in seeing afternoon programmes, songs and some serials. The family is totally depend on others T.V. Some serials give her a new direction which are beneficial for their life e.g. programmes emphasizing duties of husband and wife. T.V. serials as an entertainment media and to bring new ways of life at their doorsteps.

Now we shall take up a few case studies in economic category of Rs. 2501.00 to Rs. 4000.00 per month.

Economic Category (Rs. 2501.00 to Rs. 4000.00 p.m.)

Case Study No. VII :

Name : Sou Rekha Pandit Shirsat

Religion : Hindu

Caste : Shimpi

Age : 32 years

Profession : Household activities

Income : Rs. 3500.00 p.m.

She is busy in household activities. Her husband is working as a Deputy District Education Officer at Satara. This family has shifted from Nasik. But they are residing in Satara City since the last four years. Their economic position is good. They have a T.V. set, radio, tape recorder, mixer, fan, gas, motor cycle, sewing machine, etc. They see all types of programmes. They were particularly interested to see the programme : Guinnesse Book of World Records, current activities through news, national and international. They also like to see and adopt fashions, hair style and modern styles of living shown in the commercial advertisements.

According to Mrs. Shirsat T.V.'s role is as follows :

- 1) One can see many temples of God and historical places.
- 2) Information and awareness of laws and rights of citizens.
- 3) The importance of festivals will be reduced.
- 4) Changes in daily routine of the women.
- 5) Decrease in dialogue or interaction with guests while watching T.V. programme.
- 6) Overall changes in the attitudes, behaviour relatives among the family member.
- 7) Educational Change : Students can get more information and knowledge about education. Instead of only listening to it like radio they can see the things actually now.
- 8) Social Change : Social status of women have changed but it is not because of T.V. only but also due to the efforts made by social reformers.

Mr. Shirsat - his opinion about T.V.

- 1) We get information about various kinds of festivals e.g. made by T.V. serial/ Dr. Sarojeeeni Babar and Shanta Shelake about this.
- 2) Women obtain information about their legal rights T.V. programme 'Kortachi Payari'.
- 3) The real aim of festivals are reduced and its artificial nature and vide publicity are shown on T.V.
- 4) A routine life of women is also changed e.g. time of chitchatting, marketing etc.
- 5) People are not receiving their guests, friends and relatives with affect.on.

Case Study No VII :

Name : Prof. Shrikant Mahadeo Ruikar

Religion : Hindu

Caste : Mali

Age : 30 years

Occupation : Service

Income :Rs. 4,000.00 p.m.

He is a Lecturer in a College. He remains outside the house upto 12^O clock.

His wife is busy in household activities and is also studying inthe XIIth Std. This family is residing in Satara City since the last three years. They are not much influenced by old traditions and customs. They are of modern type which is reflected in their thinking and standard of living. This family is of nuclear type.

According to Mr. Ruikar T.V.'s role is as follows :

- i) By seeing after noon programmes, we can learn about the methods of preparation of various food items and sweet dishes.
- ii) Decrease in the importance of social get together of women like Haladi-Kunku especially on Saturdays and Sundays.
- iii) Changes in attitudes towards inter-caste marriages in society.

Case Study No. IX :

Name : Prof. Vasant Shankarrao Wandre.

Religion : Hindu

Caste : Maratha

Age : 30 years

Occupation : Lecturer

Income : Rs. 4,000.00 p.m.

Being Lecturer in a morning college, he too is outside the house upto 12 o'clock. This family is residing in Satara City since the last 10 months. His wife is a graduate and she is doing M.A. in Marathi. They are not influenced by old traditions and customs but they are in a position to accept new things.

According to Mr. Wandre T.V.'s role is as follows :

- 1) Change in daily routine of the women.
- 2) Overall change in the attitudes, behaviour among the family members.

3) Decrease in dialogue with guests while watching T.V. programmes.

4) Students avoid their study and their sports activities also have decreased.

5) The young persons have become lazy in their work.

6) Many persons are inclined to initiate bad things shown on the T.V.

7) After seeing a lot of T.V. serials the number of nuclear families is increasing.

Now we shall take up a few case studies in the economic category of Rs. 4,001.00 to Rs. 7,500.00 per month.

Economic Category (Rs.4,001.00 to Rs. 7,500.00 p.m.)

Case Study No. X :

Name : Sou Sucheta Sanjay Kadam

Religion : Hindu

Caste : Maratha

Age : 22 years

Occupation : Household activities

Family income : Rs. 7,000.00 p.m.

She is a commerce graduate and does household activities. This family resides in Satara City since the last 5 years. Both are qualified. They prefer to live in a nuclear family. The strength of the family is three. This family is not much influenced by old traditions and customs. They are well to do and accept new things very easily. This family is very much interested in T.V. programmes. As a result,

there is a lot of change in their standard of living thinking, speaking and communication.

According to Mrs. Kadam T.V.'s role is as follows :
about

- 1) Information and awareness, laws and rights and responsibilities.
- 2) Change in daily routine of women.
- 3) Decrease in dialogue with guests during T.V. programmes.
- 4) T.V. news helps great deal in her recent information about the world activities.
- 5) Students are going to become lazy, and try to accept bad things.
- 6) Ladies are going to participate in politics.
- 7) To see advance technology in science e.g. Iran-Iraq war.
- 8) We can see cricket matches and foreign players in various games, ladies participation in Tennis, running, swimming etc.
- 9) Rural ladies are influenced by T.V. programmes.
- 10) We can learn about how to take care of our beauty e.g. use of cosmetics due to advertisements.
- 11) We can choose better parts of motor vehicles through advertisement e.g. Ceat Tyres and one way glass.

Mr. Kadam's opinion regarding the impact of T.V. was :

- 1) There is a change in eating and cooking timings.
- 2) There is lot of change in daily activities of women. It is good but costly too.

Case Study No. XI :

Name : Sou Sucheta Suresh Randive

Age : 48 years

Religion : Hindu

Caste : Brahmin

Family Income : Rs. 7,500.00 p.m.

She is engaged in household activities. Her husband is working as a Class I Officer in the Life Insurance Corporation of India, Satara Division, Satara. This family resides near in the Godoli area of Satara City since the last 26 years. The family members are well-educated. Both of their daughters are doing LL.B. This family is more influenced by old traditions and customs.

According to Mrs. Randive the economic condition of this family is very sound. They possess colour T.V., Refrigerator, tape recorder, gas, fans, mixer, scooter, Videocon Washing Machine. The bungalow of this family is well furnished.

According to them T.V.'s role is as follows :

1) It is a very useful means in daily life. It gives us important and quick information about events happening in the country as well as in the world e.g. Assassination of Prime Minister Mr. Rajiv Gandhi on the same day news at 11.00 p.m. on 21st May, 1991.

2) We get new information by which we develop our mind.

3) We get information about self-employment and jobs.

4) Students are not studying regularly as before the arrival of T.V.



HIGHER INCOME GROUP FAMILY
VIEWING T.V. PROGRAMME

Mr. Randive -

- i) It is a very much useful means of communication for the society at large.
- ii) We get information about new laws regarding brown sugar.
- iii) We can see court procedure and its functions.
- iv) It is also most useful means for women e.g. preparation of sweet-dishes.
- v) Women realised their right and duties.
- vi) It is one of the means to solve the social problems e.g. T.V. serial 'Honi-Anhoni'. T.V. helps reduce superstition in society.

Demerits :

Seeing T.V. serials like Mahabharat, Ramayan and Tipu Sultan, children are likely to fight with the sword and arrows with other children resulting in eye injuries and loss of sight in different parts of India. Such incidents were reported in the news papers

Case Study No. XII :

Name : Prof. S.D. Adhav

Age : 51 years

Religion : Hindu

Caste : Navboudha

Occupation : Service (Lecturer)

Income Rs. 6,500.00 p.m.

This family is well qualified. The head of the family is popular as a good Lecturer. This is a nuclear family. The family members are not much influenced by old traditions and customs. They expressed

that they are ready to accept new things relating to modern life. T.V. is an essential means for entertainment and to understand the political situation.

According to Mr. and Mrs. Adhav, T.V.'s role is as follows

1) From programmes like U.G.C. students will be benefitted.
2) Number of children are going to follow bad things and also they try to implement it.

3) Ladies are going to take part in politics and they are well fashioned. There is change in a marriage system, also they prefer to registered marriage system.

4) Social problems can be solved with the help of the T.V. serial programmes.

5) Overall change in the attitudes, behaviour, relations among the family member.

Finally we shall take up case studies in the economic category of Rs. 10,000.00 and more per month.

Economic Category (Rs. 10,000.00 and above)

Case Study No. XIII :

Name : Sou Anandibai Vasudeo Chakradeo

Age : 95 years

Age : 95 years

Religion : Hindu

Caste : Brahmin

Occupation : Nothing (due to continuous illness)

Family income : Rs. 10,000.00 p.m.

The head of the family is in-service in Revenue Department, Satara. This family is a joint family.

According to Smt. Chakradeo T.V. role is as follows :

She is a religious lady in the habit of reading religious books. She was previously working in a private Bidi Manufacturing Factory, she left that job due to her oldage.

There are some advantages and also disadvantages of T.V. In her way of thinking T.V. is both a blessing as well as curse : 'Shapa and Vardan'.

- 1) Ladies are inspired to take part in politics.
- 2) Change in daily routine of the women.
- 3) Overall change in the attitudes, behaviour of the family members.
- 4) After seeing T.V. serial students are becoming lazy, and avoid studies.
- 5) Being interested in T.V. serials they have changed some attitude, standard of living and also get knowledge of many things.

Case Study No. XIV :

Name : Dr. Ajay Dadaso Ghadage

Age : 40 years

Religion : Hindu

Caste : Maratha

Occupation : Doctor, M.D., D.G.O.

Income : Rs. 30,000.00 p.m.

Both husband and wife are doctors and they have their own hospital. It is well known in Satara City. He is having a motor car. This family is not much influenced by old customs or traditions. His house is well furnished. This is a nuclear family. They see some T.V. serials as and when they get time.

According to Mr. Ghadage T.V. role is as follows :

- 1) Students are becoming lazy and avoid studies.
- 2) Information and awareness of laws, rights and responsibilities.
- 3) Lot of changes in society are taking place mainly because of T.V. serials.
- 4) People are ready to use 'Copper T' and 'Mala D' for planning their family which is one of the effects of Television.

According to Mr. and Mrs. Ghadage T.V.'s role is as follows :

- 1) Change in daily routine of women.
- 2) Overall change in the attitudes, behaviour of the family members
- 3) Students are going to avoid study and try to accept bad things as early as possible. Even they are going to see blue films in absence of their parents.
- 4) From the T.V. serial particularly the ladies are well acquainted with day-to-day changes in the society. Ladies are motivated by the T.V. serials.
- 5) Religious importance of festivals are reduced.
- 6) Women who came to their hospital for family planning are influenced by T.V. serials and advertisements e.g. Copper T, Mala D tablets.

Case Study No. XV :

Name : Dr. Bhabuso Kanase

Age : 40 years.

Religion : Hindu

Caste: Maratha

Occupation : Doctor, M.D. (Ped.)

Income : Rs. 20,000.00 p.m.

The head of the family is doctor. His wife is also a Doctor - Children Specialist and is M.B.B.S., D.G.O. The house of this family is well furnished including small floor mill machine. They have got their own renowned hospital and research centre at Satara. He is fond of wild animal and looking after gardening and possess a motor car.

From the T.V. serials and programmes they get a political, educational, general and scientific information.

i) Children are influenced by T.V. serials like Ramayana - an arrow throwing game, few of them become blind due to injury to one eye.

ii) Women are coming to give vaccination doses to their children due to T.V. serials.

iii) Women are even preparing a liquid containing salt + sugar + water during Amoebic disease like dysentery.

iv) Women are influenced by T.V. serials and get encouragement.

IMPACT OF T.V. ON WOMEN AND THEIR FAMILY

Interpretation and Analysis :

In this case study we have taken the interviews of the families in four different economic or income groups since income is an important determinant of one social and cultural life.

First-Economic-Group

The families whose monthly income is between Rs. 500.00 - Rs. 2500.00 ~~they~~ can afford to buy a radio which is the only meant of their entertainment. Due to their financial difficulties, they are unable to purchase a T.V. set for their entertainment. Under this circumstances, most of them are going to neighbour's house to see T.V. programmes and get more information. And because of this, we see that there is lot of social change in their attitude. But this is not because of only T.V. ~~At~~ the time, when they are going out to see T.V. in other house, they saw the manners of those families and their behaviur and secondly, due to change effected by social Reformers e.g. due to T.V. advertisement, they are using 'WHEEL SOAP' for washing clothes, 'VIM POWDER' for clearing utensials etc.

Second-Economic-Group

In the second group of families whose monthly income is between Rs. 2500.00 - Rs. 4000.00 are taken into consideration for studies of their social change due to T.V. programmes. The families from their groups are able to buy radio, tape recorder, mixer and T.V. set. Even families

from their group sometimes do not possess T.V. But they go to their neighbours houses to see T.V. programmes. Thus, we see that there is a social change. Thus, their families are having common features as in case of the many points.

Third Economic Group

The families whose monthly income are ranging in between Rs. 4000.00 to Rs. 10,000.00 or onwards, they came under third category. These families are well educated, they are having well furnished bungalows and many means to entertainments. They have a high standard of living. They possess radio, coloured T.V., mixer, washing machine, small flour mill, telephone, four wheeler, etc.

These families are also having common view points on certain important issues.

1) U.G.C. programmes

Because of these programmes, students are getting more knowledge of particular subjects or different types of subjects and also getting knowledge about professional self employment schemes. Initially educational lectures are listened with the help of a Radiobut now-a-days they can listen as well as see actual programmes on that particular subject. This is one type of excitement to students.

2) Religious change

Due to T.V. programmes, we can see Holi Temples and places which are far away from us together with historical information. People are not performing religious functions for lack of time or if performed,

we see a lot of artificial nature in it. Religious importances are reducing day-by-day. People are selecting Sunday or Saturday for socio-religious functions of women like Haladi-Kunku. Even on these days there is less attendance of women are noticed or sometime no attendance for such a pious programmes or these programmes are performed before starting cinema on these days or during news time.

3) Effect on Children

As it is all concerns, it issaid that the young children are badly affected due to T.V. programme and advertisements. Because due to T.V. programmes children are neglecting their study and home work and they are not giving full concentration to study. The children are not playing outdoor games as before. They are wasting their time in seeing T.V. match as it is available at home.

Children, the very nature of them are in habit of limitation of anything to which they are knew. By seeing detective series on T.V., sometimes dthey imitate things or sometimes they are frightened. They are using kitchen knives as a sword. They also remember an advertisement on the tip of their tongue.

Children whose age group are between 12 to 18 years, are found and see obscene films by bringing V.C.R. at home. Sometimes they cheat their parents. They pretend to go to the colege. Sometimes they do criminal offences. Thus, the bad effects of T.V. on these young children.

There is also effect on young generation. They become lazy and addicted to bad things. They don't do hard work to achieve ideals or goals. The prefer to only enjoy life in a meterialistic manner.

4) Impact on Health

We get information about our health, its problems, various types of diseases, its effects on our body, various ways to prevent and cure it. We also get information about the types of cancers, which are commonly found in ladies and gents e.g. blood cancers, cancers of uterus. We also get information about the habit of eating and eatables e.g. T.V. serials 'Palavi' and 'Aarogya Dnyan Sampada', we get information about food, first-aid information. We also get information about 'Yoga', its advantages for our health which is generally telecast in the morning.

5) Impact on Social Relations

It is a common opinion that due to T.V., the methods of welcoming and receiving guests have changed. Initially people received guest. Similarly and immediately offered cold water, tea or coffee. Now-a-days this is changing. Now-a-days to become a guest is a great obstacle during T.V. viewing. He has to see it compulsory and only after the programme is over, he is given some attention. Thus, this is the negative impact of T.V. on the social interaction and relationships in the Indian urban society.