

A STUDY ON SOCIAL & ENVIRONMENTAL IMPACT OF T.V AND RADIO PROGRAMMES

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INTRODUCTION

Over the years Television has become a central dimension of our everyday lives, and in India it has grown at a phenomenal pace. In India television was introduced 25 years after its invention and 30 years after its inception through government efforts to introduce public service broadcasting. The idea was primarily education and access to vest rural populations.

But in 1991, the gulf war introduced us to the charms of satellite television courtesy the American cable News Network and few people suspected then that cable and satellite T.V. would spread through India like a forest fire. And it did. The perforation of cable and satellite TV channels has penetrated in all corners of the country cutting across demographic and geographic barriers. On this respect TV has enabled a level of playing opportunity and has become a homogenizes of socio-economic differences, unlike no other policy instrument of the state.

Today over 10 million Indian homes have cable and satellite connections. The viewer has access to information from local, national and global levels. The sheer number of channels gives him a plethora of options. Today TV is a powerful medium with extraordinary reach. No one can doubt its potential as a catalyst of social change.

However, whether all this is positive or for betterment of people is the most question. Unfortunately, the medium is being driven by sheer commercial interests and that has

became mainly a source of entertainment for the public, which is a cause for concern can such a powerful medium be devoid of social responsibility especially in a country like India where majority of people are illiterate, henceforth the electronic media have a natural edge over print media.

It has been felt that environment and sustainable development issues have not received the kind of attention they deserve on TV, one reason for this, is lack of interest among viewers. One argument extended by those concerned is that people are largely interested in watching soap operas and sitcoms.

OBJECTIVE & METHODOLOGY

The present study aim to assess the social and environmental impact of television and radio programmes among viewers.

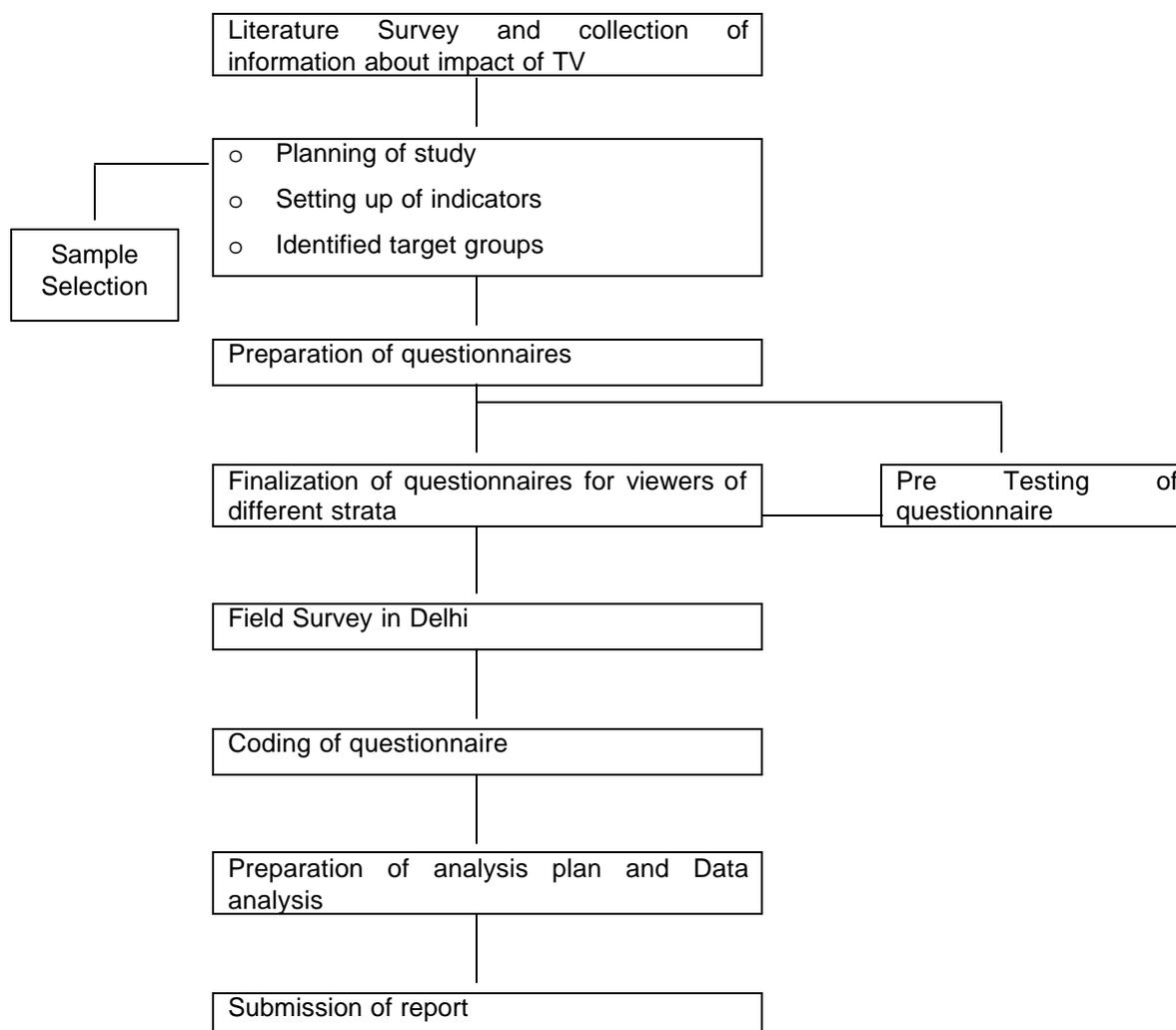
OBJECTIVES OF THE STUDY

The specific objectives of the study are:

1. To know how much time people spend watching television or listening to radio.
2. To assess people's preferences over T.V. channels and programmes.
3. To find out social and environmental awareness level among viewers.
4. To find the role of TV channels in creating awareness/about social and environmental programmes and the changes need to bring in to make the programmes more interesting and informative.
5. To assess the preference and coverage of issues.
6. To find out the choice of viewing these programmes are class and education dependent.

METHODOLOGY

Literature was surveyed and secondary information pertaining to the electronic media and social and environmental programmes was collected. The study was planned which included the setting up indicators and to identify the target groups to be interviewed. An exclusive interviewed schedule was designed with subjective and objective questionnaire the interview schedule was pre coded. Before going into the field the questionnaires were protested. The questionnaires were structured after the fieldwork and open-ended questionnaire was coded for data entry. Analysis plan was prepared and with statistical inputs analysis was done. The entire study came to an end with draft report and final report writing. Given below the flow chart detailing the methodology adopted for the present study.



SAMPLE SIZE AND COVERAGE

The sample selected for study was entire Delhi's population. Purposive random sampling was done to select the respondents was a representative because secondary while selecting the sample; it was ensured that the samples should represent the different strata of the society.

The sample size had representation form five zones of Delhi namely South, North, East, West, Central. These zones were divided into J.J. clusters, government quarters and psch localities of Delhi, which provided start representations of lower, middle and upper class respectively. The sample size also provided representations of varied age, education and category. Given below the sample size for conducting the study.

Table 1: Sample Size

Area	Locality	Sample Size
South	Sector 7, R.K. Puram Sector 9, R.K. Puram Moti Bagh South Extension	20
North	Sanjay Basti Timarpur Sector IV, Timarpur Civil Lines Model Town	20
East	Yamuna Posta Colony Pocket – IV, Mayur Vihar Sector 29, Noida	20
West	Khajan Basti, Lajwanti Chowk Mayapuri Rajouri Gardens Janakpuri	20
Central	Shakur Basti, Near Rly. Station Anand Parbat Paharganj Kasturba Gandhi Marg	20

KEY FINDINGS

Responses were sought from the target group about time spent over watching TV or listening Radio, access of TV, preferred channels & programmes, role of TV channels in sensitizing the viewers, frequency of social environmental programmes, reasons for having viewership for these programmes, changes or modification required to make these programme more viewer-friendly.

Regularity of Watching T.V.

Majority i.e. 99% of the respondent's watches T.V. regularly; this shows the popularity of T.V. still as a important medium of communication. Whereas, only 22% of the respondents listen to Radio.

Time Spend on Watching T.V.

The study finds out that all classes of viewers is respective of whatever educational backgrounds watchers T.V. for 2 hrs in a day.

Preferred Channel

Interestingly for the lower sections of the society. Doordarshan is the most preferred channel which accounts for 40.4% of viewership, it could be attributed to the fact that respondent of lower section cant afford to have access to other channels through satellite connections. Among the upper and middle class star plus is the most preferred channel, which accounts for 29.3% and 31.0% of viewership respectively.

As far as the environmental channels are concerned the upper has the higher viewership, discovery and national geographic with 6.1% and 8.5% respectively. Star plus is most popular among the middle class as well.

Table 2: Preferred Channels across different strata of society

Channels	UC	MC	LC
Sony	22.0	25.0	23.4
Zee	24.4	22.6	17.0
Star plus	29.3	31.0	10.6
Doordarshan	0	2.4	40.4
National geographic	6.1	3.6	17.1
Discovery	8.5	7.1	2.1
Other type	8.5	6.0	4.3
All channels	0	2.4	0
None	1.2	0	0

Popular Channel for Development Programmes

The study finds out that among the T.V channels, which telecast development programmes, star plus is most preferred channel, which accounts for 36.4% of viewership, followed by Zee with 21.7% of viewership. National geographic channel accounts for only 3.1% of viewership and whereas discovery only 2.1% of viewership.

Table 3: popular channel for development programs

Sl.No	TV channels	Response
1.	Dd1	15.5
2.	Dd2	5.4
3.	National geographic	3.1
4.	Star plus	36.4
5.	Zee	21.4
6.	Sony	8
7.	Others (discovery, Sahara ,etc, b4u	17.1

Among the primary level educational group and illiterates viewers Doordarshan accounts for the highest viewership of 36.4% and 44.4% respectively. For higher secondary, graduate and post graduate viewers, star plus stands as the most popular channel with 14.4% 28.9% and 32.5% respectively.

Whereas for development & environmental programmes, among higher secondary educated group. Discovery channel is the most preferred with 23.1% followed by post graduate respondents of 12.5% national geographic channel is popular among post graduate viewers, which accounts for 10% of viewership.

Types of programmes favored

Now- a- days the main trust of all the channels is entertainment based programmes. With no choice left apex. 43% of the respondents watches entertainment programmes whereas an equal percentage i.e. 22% do watch current affaires programme.

Table 4: Preferred Programme

Sl.No	Programme	Responses
1.	Entertainment	43.2
2.	Education	3.4
3	Environmental	10.8
4	Social	8.5
5	Current affairs	22.7
6	Others (info based)	10.8
7	All	0.6

Viewers also watches environment & information based programmes although their percentage is very less (10.89%). Interestingly it was revealed that KBC is the most popular programmes on television. It accounts for 18% of viewership followed by 9.5% viewership for India matters a current affairs programmes. Aankho Delhi accounts for 8.6% viewership whereas chappad phaadke viewership is 7.8% religious programmes were also favourite programmes mainly among the lower sections of the society.

Irrespective of the class they belong, majority of the respondents prefers to watch entertainment based programmes. Substantial amount of viewers also watches current programmes with majority belong ton upper class with 25% of viewership. Environmental programmes are popular among upper class with viewership of 19.4% whereas social programmes are popular among middle class with viewership of 11.1%. The viewership of environmental programmes is nil among the lower strata of the society. Others (information based) programmes which mainly includes religious programmes is most popular among the lower class of the society with viewership of approx.17%.

Table 5: Choices about programmes

Class	Programmes						
	Entertain ment	Education	Environm ental	Social	Current affairs	Others	All
UC	38.9	1.4	19.4	8.3	25.0	6.9	0
MC	38.1	6.3	7.9	11.1	23.8	11.1	1.6
LC	58.5	2.4	0	4.9	17.1	17.1	0

Among all levels of educational group interviewed entertainment programmes are the highest and most popular like KBC, chappad phaad ke, Milan, Kuyu ki saas bhi kabhi bahu thi et. The popularity of environmental and social programmes is nil particularly among primary educated and illiterate group with medium popularity among post graduated respondents. These programmes mainly include African safari, wildlife profile, lonely planet, wild watch, earth file, and India matters.

Awareness Level

There is greater awareness about pollution and CNG issue among all classes of respondent followed by awareness about corruption in government departments especially referring to tahalka exposure.

Table 6: Awareness About Various Issues

Issues/class	UC	MC	LC
Pollution	47.1	47.9	26.8
Poverty	3.9	2.1	2.4
Health system	0	0	0
Solid wastes	7.8	4.2	0
Population	0	8.3	0
Govt. corruption	21.6	18.8	7.3
Others	3.9	2.1	17.1
All	15.7	14.6	7.3
None	0	2.1	34

According to the study, awareness about social and environmental issues is less among primary educated and illiterate respondents. About 33.3% of primary educated viewers are not aware about any kind of issues. Whereas awareness about development issues is highest among higher secondary educated group i.e. 25% however, the time spent on watching TV and developmental programmes on T.V is comparatively less among this group than other educated groups. It might be concluded it might be concluded that T.V is not the only source of information for them.

Among the graduate and postgraduate groups' awareness about particular issues like pollution, population, government corruption, Health related issues, etc is comparatively highest than the rest of the groups and they watch the developmental programmes on a everyday basis with 71.1% and 76.5 of viewership everyday.

Respondents either illiterate or educated upto primary level occasionally watches (once a week) of developmental programmes but they are informed about one particular issue of recent origin like CNG etc.

The everyday viewership of these programmes are highest among upper class (88.2%) business group and respondents and whereas for the lower class it is 50.0, but they do

not watch any kind of particular programme on such issues, except for hence, and also watch them without understanding or for entertainment sake.

Impact of developmental programmes.

Out of 100 sample size, 69% of the viewers have agreed that developmental programmes have influenced them either to keep their surrounding clean to be environmentally conscious, to recycle papers and sensitive others about various issues.

Encouragement to view the programmes.

Interestingly respondent belongs to upper & middle (84.4% & 85.3%). Encourage their children & family members to watch the development or environmental programmes. Surprisingly the entire surprisingly illiterate respondents do not encourage others to view these programmes.

Table 7: encouraging others to watch the development programmes

Responses	Yes	No
Educational level		
Primary	75.0	25.0
Secondary	61.5	38.5
Higher Secondary	66.7	33.3
Graduate	79.5	20.5
Post graduate	87.5	12.5
Illiterate		100

Influence of development programmes

These programmes influenced majority of the respondents. Except primary & illiterate respondents, most of the other respondents are influenced by these programmes in some or other way.

The respondents who said that are not influenced by these programmes cited reasons such as they watch these programmes for entertainment sake, or do watch but are not able to understand.

The development & environmental programmes have helped the respondents in understanding the issues & accordingly. The study finds out that the programmes (social and environmental) which are telecast on T.V., helps the respondents in informing the viewers about the various social & environmental issues, which the respondents claim they have got influenced. Where as few percentage of respondents on the other hand claims to be influenced by using environmentally friends products, by keep, their surrounding clean, stop smoking, they have also become their more conscious about rights & responsibilities.

Need of Social And Environmental Programs on T.V. Channels

About 73% of T.V viewers agree that there should be more of developmental programmes on T.V. whereas 6% them feels that there is no requirement of these kind of programmes or programmes should be entertainment based.

Required Changes

Need of the hour is to have more interesting & informative developmental programmes to have more viewership. 19% of viewers suggests that the developmental programmes must be more of public opinion based. Followed by 18% of viewers who have suggested that programmes should be simple for common man to understand, while 16% of respondents feel that the programmes should be more reality based and useful for common man's day today living.

Table 8: Type of Changes in Developmental Programmes

Sl. No	Programmes	Response
1.	Entertainment based	4
2.	Serious Documentaries	11
3.	Simple	18
4.	Public opinion based	19
5.	Others (reality and useful based)	16
6.	No changes	5
7.	DK/CS	9

Among the viewers interviewed who belonging to the lower beings of society (mostly primary or illiterate) claims that the developmental programmes should be simple so that it can be understand by all and should be more reality and useful based.

However, the middle and upper class (mostly graduates and post graduates) felt that the social and environmental programmes should be more public opinion based along with panel discussions approx. 67 percentage of the primary educated groups did not respond about a ny kind of changes they want in the programmes.

Types of Issues to be Covered

The study finds out that the choice of issues to be covered by T.V. programmes varies with class and educational background the respondent. The viewers interviewed belonging to the lower strata of the society felt that the programmes. Should covered issues such as unemployment and various schemes of Government, poverty, health issues, agricultural and everyday problems of common man and Government corruption.

Preference of upper class graduates about the issues is information technology and wildlife, global warning deforestation, India's foreign relation's etc. The educational programmes and concerning women's children, employment issues are more favored by middle class of the society. Among the salaried employees which comprises of the middle class, mostly the choice of issues are deforestation India's foreign relations, women's issues, corruption etc.

For house wife's issues favored are sanitation and hygiene and concerning women's issues. For respondent having business background the favoured issues such as environmental, smoking, children's, sports etc. For students, the issues favoured are animal exploitation, IT industry, and problems of youths. For wage employees issues favoured are unemployment, literacy, corruption, poverty etc.

Hence, it shows that upper class of the society are more concerned about national and international issues whereas the middle class and lower class are more concerned about local and day to day issues.

FINDING & CONCLUSION

Based on the study following findings are given below:

1. Television is still the most strongest and important medium of communication among all sections of the society irrespective of age, class and education about 99% of the respondents watches T.V regularly.
2. Mostly entertainment based programmes are being watched of the respondent. Around 43% of respondents watches entertainment programmes on T.V. among all kinds of entertainment programmes KBC have highest percentage of viewership.
3. Star plus is most preferred channel on T.V with about 36.4% of viewership. But inspite of being the preferred channel, the viewers does not watch any kind of social and environmental programmes on it although there are couple of these programmes on star plus.
4. Among the lower rungs of society Doordarshan is not popular channel while Doordarshan has less viewership when it comes to other TV channels, which is preferred by higher & middle strata of society. Even for the lower class to watch DD is an obligation as they can't afford to pay for cable connection.
5. Among the lower class awareness about social and environmental issues is the least. About 93 percentage of respondent belonging to lower class do not have knowledge about any of these issues. T.V is the only source of awareness for them. Inspite of regular viewership they are not well informed so it might be

concluded that Doordarshan do not have good quality programmes, which can capture people's interest.

6. Among the viewers who have access to other TV channels situation are nothing better. Awareness about various developmental issues is not appreciative among them as well. The viewership of Discovery and National Geographic channel is only 5% and 6% respectively.
7. Frequency of watching environmental and social programme are class dependent. Viewers who belong to the lower rungs of the society watch these programmes very occasionally.
8. In spite of regular watching of social and environmental programmes some respondents aren't fully aware of various issues the programmes highlights. According to the respondents the programme informs the viewers about the issues without offering any practical solutions and ways to deal with the issues. Majority of the respondents are of the view that all the social & environmental programmes should be more public opinion and reality based.
9. The viewers from all sections of society have emphasized the need for more social and environmental programmes on T.V highlighting varied issues concerning day to day problem. It should also cater the need of different target groups. All throughout the study the respondents felt the need different kinds and quality of the programmes on T.V channels.
10. According to the findings of the study the viewers wants information about the income generation programmes government initiatives, health related issues various natural calamities such as earth quake and government intervention, minimum use of petrol, electricity, water and other problems concerning day to day living.



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