

# Influence of Television Programmes Watched by Children in Salem

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**Abstract:** Television is one of the oldest forms of media outlet in the world. There are a lot of aspects which one can do by using the medium of television. The medium offers a plethora of avenues for awareness, knowledge dissemination, awareness creation etc. The history of Television in India dates back to the SITE experiment done in the 1970's. The experiment was aimed to understand the kind of programmes watched and preferred by the residents and people in India. It was conducted jointly by ISRO and NASA. Post several years, there is one particular aspect that has still wide scope for research in a country like India - the aspect of influence. The influencing aspect of television is something that doesn't go out of favour. In a country having wide populace of varying age groups and strata, children happen to be one of the most important sections that are influenced by television shows and programs. The current research study looks at the television viewing patterns of children and their preferences in Salem district, Tamil Nadu.

**Key Words:** Television, Influence, Programmes, Children, Salem,

## 1. INTRODUCTION:

### 1.1 Television and the World:

Entertainment has always been a prime focus of the media to target the audience. From the time of the early eighteenth century, where people who could afford to go to expensive pubs and clubs to enjoy the performance, is it music or dance performance. It was impossible for a common man to go for such luxuries. It was even not possible to listen to the famous musician's compositions again and again, everything used to happen live. It was only in the 30s and late 40s the scientists started experimenting to have a virtual vision in front of our eyes or even send long distance messages electronically. Initially the television sets were mechanical (Copeland, 2002).

Magoun (2007) discovered television's scanning principle, in which the light intensities of small portions of an image are successively analyzed and transmitted. The next improvement took place as the Cathode Ray Tube, also known as the Picture Tube when a completely electronic based screen was invented.

## 2. REVIEW OF LITERATURE:

### 2.1 Television as a tool for learning in the life of Children

There are many things that parents do to minimize the negative effects of television. At the same time, parents can encourage their children to use television as a tool for learning. If children do view sex and violence on television, parents should make it a point to discuss what their children view. Discussions and explanations should be geared to children's levels of understanding. Parents should explain to their children that the violence and sex seen on television is faked. Parents should also discuss the real life consequences for these actions. Parents should encourage the viewing of programmes with characters that are kind, caring, and cooperative. Such programmes promote positive learning. Parent's encouragement of their children watching television would promote creativity. It will also help children learn how to entertain themselves instead of relying on television (Huesmann & Taylor, 2006).

### 2.2 Television and Child Development

Jussuf & Sahimi (2009) studied the impact of six "intellectual sources" on spatial and language skills related to intelligence, his results were consistent with the hypothesis that television had a negative impact on cognitive development during the first 2 years of life but the impact became positive for children 24 months old and older. This is probably because very young children are sensitive to the sequential and linguistic comprehensibility of video to at least 18 months of age (Anderson & Hanson, 2010).

## 3. OBJECTIVES OF THE STUDY:

- To identify the frequently watched television programmes by the children.
- To find out the TV viewing pattern of children during weekdays and weekends.

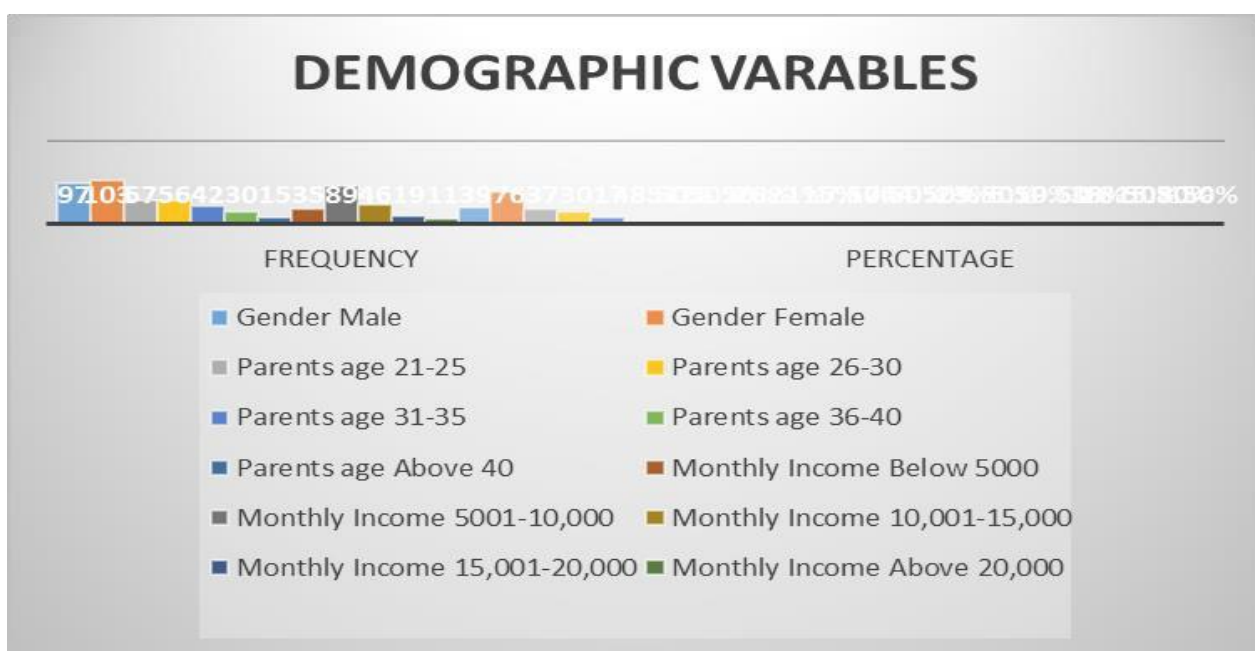
**4. METHODOLOGY:**

200 questionnaires were administered to children of varying groups and they were aided with the filling of the questionnaires by their parents to identify the influence of television programmes on children in Salem district, Tamil Nadu.

**5. ANALYSIS:**

**Table 1: Distribution of Demographic Variables**

Demographics Variables	Frequency	Percentage
Gender	Male	97
	Female	103
Parents age	21-25	57
	26-30	56
	31-35	42
	36-40	30
	Above 40	15
Monthly Income	Below 5000	35
	5001-10,000	89
	10,001-15,000	46
	15,001-20,000	19
	Above 20,000	11
Children age	2-3	39
	4-5	76
	6-7	37
	8-11	30
	12-14	17



**Figure 1**

**Table 2 TV viewing Pattern of children in weekends & holidays**

Days	Frequency	Percent
Saturday	4	2%
Sunday	79	39.5%
Holiday	106	53%
Total	200	100%

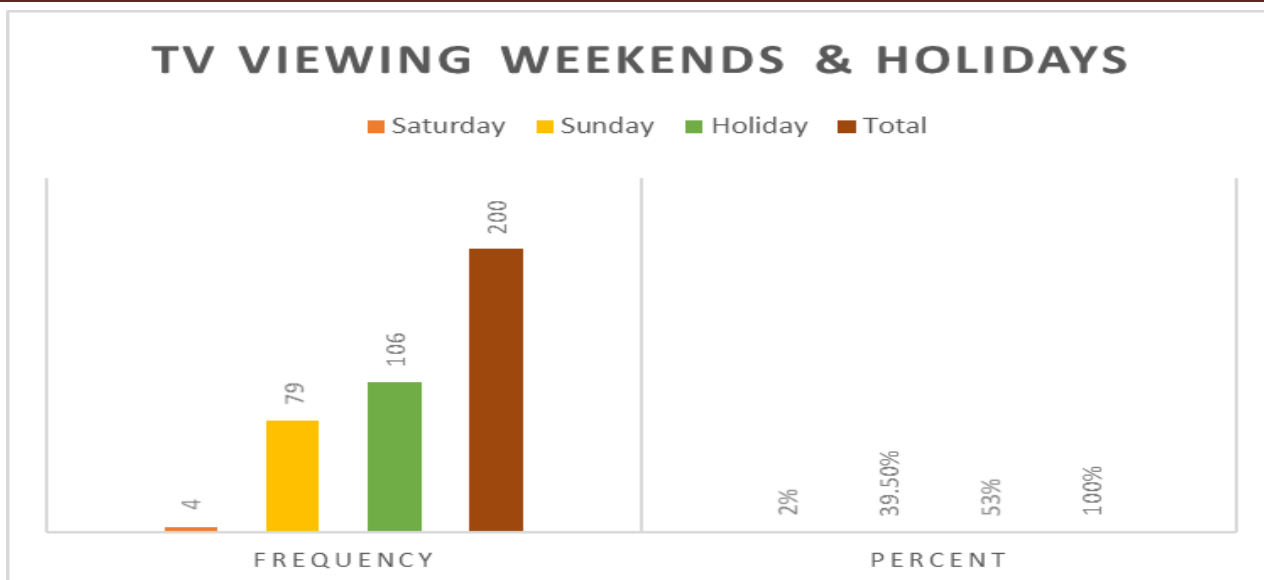


Figure 2

Table 3 TV viewing Pattern of children in weekdays

Days	Frequency	Percent
Monday	35	17.5%
Tuesday	25	12.5%
Wednesday	50	25%
Thursday	35	17.5%
Friday	55	27.5%
Total	200	100%

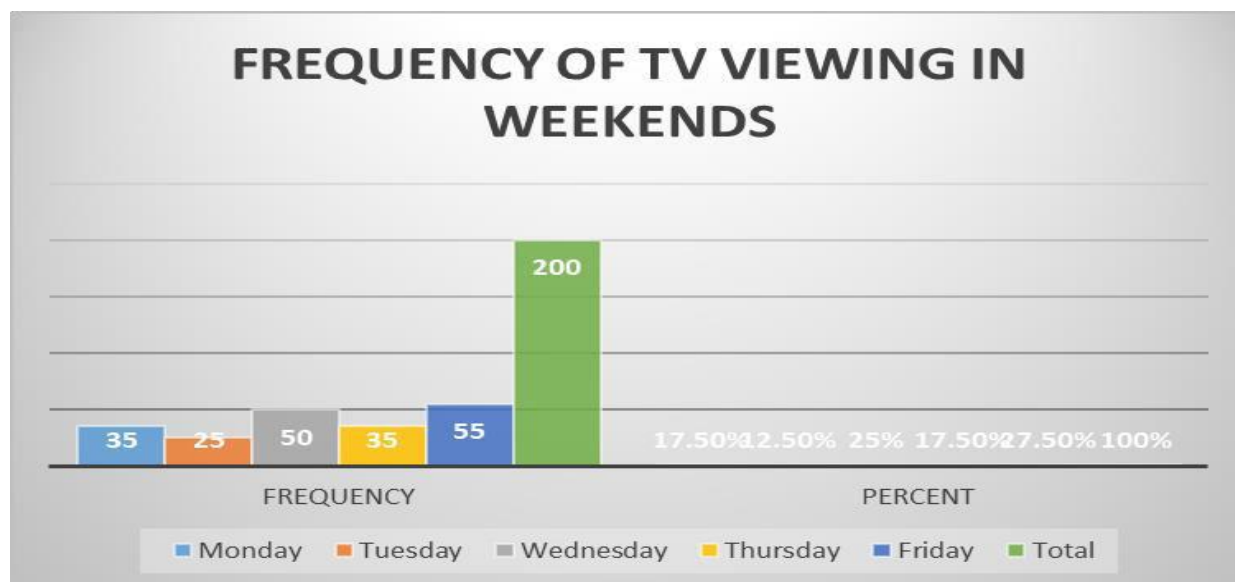


Figure 3

Table 4 Frequently watched TV channels by Children

Television Channels	Never	Occasionally	Fairly Many Time	Very Often	Always	Total
Sun TV	26.5%	41.5%	16%	14.5%	1.5%	100%
K TV	7.5%	45.5%	25.5%	16.5%	5%	100%
Sun Life	11.5%	45.5%	24%	18%	1%	100%
Sun Music	37.5%	37.5%	15%	6.5%	4%	100%
Adithya	17%	33.5%	18%	20.5%	11%	100%
Chutti TV	40%	32%	11.5%	12%	4.5%	100%

Sun Action	45.5%	27.5%	6%	9%	12%	100%
Jaya TV	18.5%	32.5%	11.5%	20%	17.5%	100%
J Movie	315%	45%	12%	8.5%	3.5%	100%
Jaya Max	325%	47.5%	12.5%	7%	15%	100%
Kalaingar	36%	43%	13.5%	6.5%	1%	100%
Murasu	43%	30%	18%	7%	2%	100%
Chithiram	48.5%	27.5%	14%	7.5%	2.5%	100%
Sirippoli	38%	27.5%	19.5%	11.5%	3.5%	100%
Raj Digital Plus	25%	34%	215%	13.5%	6.5%	100%
Raj Music	42.5%	39%	125%	4.5%	2%	100%
Vijay TV	47%	30.5%	14.5%	6.5%	1.5%	100%
Polimer TV	21%	33%	25.5%	14%	6.5%	100%
Captain TV	17%	40%	30.5%	11%	1.5%	100%
Zee TV	16%	45%	27%	10.5%	1.5%	100%
Discovery	16%	42%	26.5%	12.5%	3%	100%
National Geography	22%	34.5%	30.5%	10%	3%	100%
Cartoon TV	9%	20.5%	33%	28.5%	9%	100%
Pogo TV	5.5%	26%	26.5%	24%	18%	100%
I TV	8.5%	34%	17%	16%	24.5%	100%

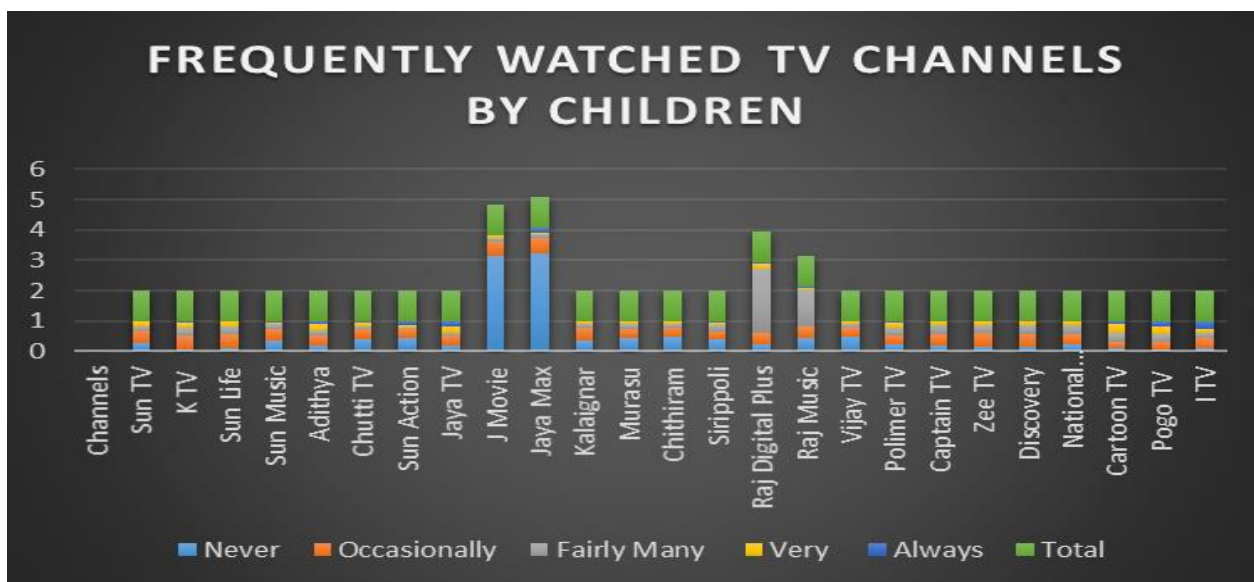


Figure 4

## 6. FINDINGS:

- Parents have agreed that children spend more time (3-5 hours) in television on holidays and weekends which mean during the weekdays children are restricted to watch television at home. 58% of parents opined that children spend (1-3 hours daily in front of television during the week days. very few parents (7%) agree that their children spend more to watch TV is not at all appreciated by the scientific researchers since it affects the growth of the children.
- According to data children the time of preference of children is daily at 5.01 p.m. to 8.p.m. which means the prime hours of television attracts the children and means to rate the point that the evening hours of children are very much occupied by television once they return from their schools. Children who are not involved in school activities prefer watching television during the evening hours.
- 43% of parents agree that their children are very much interested on viewing programmes cartoon and they spent more time. According to data cartoon programmes has an important role to play in children's behavior. Parents must also inspect the content of cartoon programmes which their children are watching at home.
- It is also justified that the majority of the children prefer to watch pogo TV (42%) and Cartoon TV (37.5%) channels. Both channels produces children oriented cartoon programmes and mostly viewed by the children sometimes even aged person also.

## **7. CONCLUSION:**

Television has become an indensable form of media outlet in the lives of the people. It has become an essential part of their everyday lives. Various facets od people use television for various purposes. However, it is to be noted that the influncing factor of television on people is something that isn't goin to go out of favour for a long period of time as there will always exist people or groups of people who are influnced by television in some form or the other. The current research study was envisioned to find out the preferred timing of watching television and the frequency of watch ing television during weekdays and weekends in Salem district, Tamil Nadu. The study revealed that majority of children watch 1-3 hours of televsion on an average. It was aso revealed from the study that children prefer to watch Pogo TV and Cartoon TV more amngst other channels.

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