

Media and Television: The priority of media v/s the priority of viewers

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Abstract: *Television started in India through the SITE experiment in 1972. It was a joint collaboration between the ISRO and NASA and was done on a trial basis for a period of one year. After that experiment, the Government of India was decided to continue the same for a prolonged period after reluctance on the part of NASA to continue the same. It brought new forms and variety of television programmes to the masses. Television soon became one of the traditional media outlets for the populace of the country and had widespread acceptance and reach. The success of Ramayana, Mahabharat and Hum log was a testimony to that. The current research paper looks at specific television programmes by analysing the reactions to its promos and teasers in social media outlets by users in the comments section in online media by employing qualitative research approaches in the form of content analysis.*

1. INTRODUCTION:

1.1 TV shows in India

With reality TV being so popular, ordinary people are getting chance to show their talents in front of the world. People always want to see sometimes different on television screen. Interesting scripts and creative ideas ensured that reality shows had their fan following. Today there are many kinds of reality shows on Indian TV screen.

2. REVIEW OF LITERATURE:

2.1 Social media and Reality TV

The content of reality television can be a mix of information and entertainment and can also include drama and documentary, Hill (2005). According Munshi (2012) what all has taken place in the field of reality television is indicative of a larger dissatisfaction for most of the people.

Fishman and Cavender (1998) say that television programmes that "claim to show reality" are reality television programmes. Reality television programmes cross the lines between factual and fictional content, informative and entertainment content, Talk and music.

2.2 Television impact and Viewing

Yadava and Reddy (1988) conducted an in-depth interview schedule on Indian families observed two divergent trends in family interaction as a result of the presence of T.V. In some families, there is an increase in the extent and intensity of interaction between members. The reverse is also observed in some other families.

Lowery and DeFleur (1988) showed in their research that children tend to watch more television than do adults, prefer to watch adult programs, and usually watch as late into the night as do adults. Despite their emergence from the more limited world of childhood and their increased reliance on peers, adolescents continue to spend a great deal of their time watching television.

3. METHODOLOGY:

The research study adopts Qualitative content analysis method to analyze the reactions given by users to the promos and teasers to the television programmes.

3.1 OBJECTIVE OF THE STUDY :

- To analyze the reactions given to the promos and teasers of the television programme 'Neeya Naana' by the users in Facebook.

4. ANALYSIS AND FINDINGS:

- One of the foremost promos and teasers of the program in the month of May, happened to be of the debate on parents who sent their wards or are willing to send their wards to women's college only v/s the wards wanting to pursue education in Co-education colleges or institutions. The parents cited security and ragging as the main reasons for putting their wards in women's college whereas the wards or other participants voiced that there are

much more to explore in co-ed institutions. The reactions by random users in Facebook for the promo was not much. Certain users felt that the women needed to be in co-ed institutions to know various other aspects including social interaction and exposure. There other users who sided with the parents point of view regarding safety and ragging in the campus or institution. After the telecast of the program, there were tremendous arguments and viewpoints for both the sides of the participants through comments by the viewers. It is to be noted that the 2nd and 3rd promos were inclined towards the parents point of view and eventually the program ended upon in favor of the parents' point of view that women's college are better choice.

- The next week's episode of the program was on the marriages through matrimonial websites vs those by relatives. People who voiced their concerns against modern marriages felt that they feel awkward when a lot of people see their photographs on matrimonial sites and it makes them very uneasy. On the other side, people said that the same happens although not in such a huge number, in arranged marriages. Users in social media reacted in such a way that certain section of the users said that that they are willing to take up sainthood and doesn't even want to get married. Despite one group of participants saying even one can get married to a farmer in arranged marriages and that the same is not possible to be achieved in modern marriages and is often with elites and elites or like-minded individuals or families. There were more users who voiced that there are a lot of problems in going into marriage or getting married.
- The next week's episode of the program was on the problems of bringing up children and the fears for parents. One group of participants were over protective whereas the other group was for freedom for children to be themselves and still learn a lot. One group of participants stated all their fears especially with regards to safety of children and how they are averse to leaving their children in the hands of auto drivers, van drivers or even their own husbands. The other group was of the opinion that yes, have to be vigilant in taking care of children but stated that not leaving the children to be with their own fathers was more of trust issue of the spouses rather than safety issues. The other group was also of the opinion that over protectiveness would be very much regressive on the children and they would learn a lot by being exposed and accustomed to the outside world where they would learn life and social skills in a more open environment. The users were also of similar opinion to this viewpoint.
- The last weeks' episode was on radio jockeys v/s speakers on debates. The radio jockeys side was of the opinion that they had a more modern and colloquial form of Tamil and were appealing to the masses whereas the speakers of debate shows said that theirs was more efficient and had the nativity feel to keep the masses at ease. The next part of debate was to how both sides had their own set of audience for themselves. Both the groups opined that time was a crucial aspect in getting across information to the masses gathered or listening to the program. The other aspects that garnered a lot of debate from the users was the aspect of degrading and making jokes of women by the speakers on debates. The opposing group also acknowledged the fact and routed it to the aspect of their target audience wanting it. The radio jockey group reiterated that the other group should look to put an end to male chauvinistic views and aspects and empower women more. The users were also of similar opinion to this viewpoint.

5. CONCLUSION:

Television being one of the traditional media outlets especially in a country like India, has to be socially responsible. There are a plethora of type sand varieties of television programmes that are available to the masses to view in their television sets. People are also spoiled for choice. It is also to be noted that television also shapes the opinions and viewpoints of various issues and events to the masses. The research study was envisioned to look into analyzing the reactions given to the promos and teasers of the television programme 'Neeya Naana' by the users in Facebook. The study revealed that the users were predominantly using social media to get their viewpoint across to a much larger audience in the form of comments in Facebook. It was also noted that the media outlets who telecast these programs also happen to take in considerations of the users' comments and viewpoints into consideration. The reason for the above justification is that the same program that was taken up for the research study had earlier cancelled a proposed episode of a comparison between women of Tamil Nadu and Kerala which was on showering affection on children due to widespread backlash and furore on social media also incidentally after the promos and teasers were shown on television.

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