

Original Research Article

“Impact of social media selected TV programmes on current social issues and factors affected the categories of viewers”

Abstract

Satellite television is a service that delivers television programming to viewers by relaying it from a communications satellite orbiting the Earth directly to the viewer's location. The signals are received via an outdoor parabolic antenna commonly referred to as a satellite dish and a low-noise block down converter. A satellite receiver then decodes the desired television programme for viewing on a television set. Receivers can be external set-top boxes, or a built-in television tuner. Satellite television provides a wide range of channels and services. It is usually the only television available in many remote geographic areas without terrestrial television or cable television service. Early systems used analog signals, but modern ones use digital signals which allow transmission of the modern television standard high-definition television, due to the significantly improved spectral efficiency of digital broadcasting.

Key words : Impact, Social media, Factors

Introduction

News channels are usually a main part of TV entertainment and there is no person who loves to watch TV can say that he never watches news. Also a person who lives in this world has to do something regarding gaining latest knowledge in miscellaneous fields. News is very important in any field as they make us aware of latest trends, changes and the conditions of the world. Due to the increasing impacts of news media, news channels have got a new role to play as a helper of the society.

With their good attempts and exact coverage of news, news channels can really help to bring out a change in the society. Indian media has to show some extra responsibility as there are now serious issues that are concerned with the nation.

News media happens to be an integral part of modern life as it plays an informational as well as educational role. It helps people to update themselves and be aware of the surroundings. Furthermore it keeps them conscious of the society and world in general. Television news particularly provides its audiences 24 hour live coverage with repeated telecasts catering to a large number of audiences. The efforts and dangers taken by reporters to report the updated news are merited widely. However, with so many blessings there are some hidden alarming dangers. News channels according to many researchers have changed in their very nature.

Objectives

1. To identify various T.V. news channels organize, conduct debates on biggest social issues, their time and duration of telecasted during last five years.
2. To assess the impact of social media, selected programme on social issues and factors affected the categories of viewers.

Methodology

The study was conducted in Ayodhya district of Uttar Pradesh. 14 news channels were selected in this study and twenty wards randomly selected. Out of total 60 localities in this district 20 localities were selected for the study purpose. 600 sample sizes were selected. Category of viewers includes students, teachers, lawyers, politicians, Government and private employees, doctors, social workers and housewives. Dependent and independent variables such as age, caste, satellite channels etc. were used. The statistical tools such as percentage, weighted mean, coefficient of correlation, chi-square test, skewness and kurtosis were used.

Results and Discussion

Table 1. Distribution of respondents according the education

| S.No. | Education | Male | | Female | | Total | |
|-------|---------------|----------|----------|--------|----------|----------|----------|
| | | Number | Per cent | Number | Per cent | Number | Per cent |
| 1. | High School | 25 | 6.3 | 12 | 6.0 | 37 | 6.2 |
| 2. | Intermediate | 48 | 12.0 | 58 | 29.0 | 106 | 17.7 |
| 3. | Graduate | 186 | 46.5 | 90 | 45.0 | 276 | 46.0 |
| 4. | Post graduate | 98 | 24.5 | 22 | 11.0 | 120 | 20.0 |
| 5. | M.B.B.S. | 15 | 3.7 | 6 | 3.0 | 21 | 3.5 |
| 6. | Ph.D. | 28 | 7.0 | 12 | 6.0 | 40 | 6.6 |
| | Total | 400 | 100.0 | 200 | 100.0 | 600 | 100.0 |
| | χ^2 | 34.442** | | | | P < 0.01 | |

Education is an important part of any society. It provides direction, social status, worldly knowledge, and the chance to explore. There is no relationship between being educated and watching TV. Due to being fast media, today every person of the country watches TV and the male dominated section of the society likes to read TV news and newspapers to know about the country's politics and country. Educated people who belong to government services or private services, they mostly like to watch news debates because somewhere they use in their mental status and also give their opinion. Uneducated people also like to watch news debates as much as educated people. Because nowadays the person gets information about anything only through TV and newspaper and in present time news channels are more active which provide all the information to the person.

Table 2. Distribution of positive impact of male respondents watching TV debates on various news channels

| Sl. | Positive | News debate |
|-----|----------|-------------|
| | | Male |
| | | |

| No. | impact | Student | Teacher | Lawyer | Politician | Govt. Employee | Private Employee | Doctor | Social workers | House wife |
|-----|---|-------------|--------------|-------------|------------|----------------|------------------|-------------|----------------|------------|
| 1. | Knowledge and awareness | 15 (3.7) | 35 (8.7) | 18 (4.5) | 2 (0.5) | 60 (15.0) | 65 (16.2) | 10 (2.5) | 28 (7.0) | - |
| 2. | Increase decision making power | 18 (4.5) | 40 (10.0) | 20 (5.0) | 5 (1.2) | 50 (12.5) | 70 (17.5) | 8 (2.0) | 32 (8.0) | - |
| 3. | Focus on National and International level | 24 (6.0) | 50 (12.5) | 25 (6.2) | 6 (1.5) | 40 (10.0) | 85 (21.2) | 12 (3.0) | 45 (11.2) | - |
| 4. | Increase thinking power | 16 (4.0) | 40 (10.0) | 15 (3.7) | 4 (1.0) | 25 (6.2) | 60 (15.0) | 10 (2.5) | 40 (10.0) | - |
| 5. | Positive reinforcement | 20 (5.0) | 30 (7.5) | 18 (4.5) | 2 (0.5) | 30 (7.5) | 35 (8.7) | 8 (2.0) | 20 (5.0) | - |
| 6. | Release burden | 20 (5.0) | 30 (7.5) | 20 (5.0) | 3 (0.7) | 40 (10.0) | 58 (14.5) | 14 (3.5) | 25 (6.2) | - |
| 7. | Instant gratification | 12 (3.0) | 25 (6.2) | 10 (2.5) | 2 (0.5) | 20 (5.0) | 25 (6.2) | 8 (2.0) | 12 (3.0) | - |
| 8. | Social attraction | 15 (3.7) | 35 (8.7) | 12 (3.0) | 3 (0.7) | 25 (6.2) | 38 (9.5) | 8 (2.0) | 30 (7.5) | - |
| 9. | Perceptual skill enhancement | 22 (5.5) | 30 (7.5) | 15 (3.7) | 3 (0.7) | 30 (7.5) | 48 (12.0) | 10 (2.5) | 25 (6.2) | - |
| 10. | Increase viewer's confidence | 18 (4.5) | 40 (10.0) | 20 (5.0) | 4 (1.0) | 35 (8.7) | 88 (22.0) | 12 (3.0) | 45 (11.2) | - |
| | Mean | 18.0 | 35.5 | 17.3 | 3.4 | 35.5 | 57.2 | 10.0 | 30.2 | - |
| | Skewness | 0.05 | 0.61 | -0.08 | 0.77 | 0.85 | 0.02 | 0.71 | 0.01 | - |
| | Kurtosis | -0.46 | 0.44 | -0.05 | -0.13 | 0.25 | -0.93 | -0.45 | -0.56 | - |

(Figures in brackets are the percentage of the respective values)

The thinking power of the viewers' increases and positive reinforcement. This gives satisfaction to the viewers; increases interest in knowing the society, skill enhancement, increases confidence and release the burden of viewers. Viewers have an addition to watch news debates.

Table 3. Distribution of positive impact of female respondents watching TV debates on various news channels

| Sl. No. | Positive impact | News debate | | | | | | | | |
|---------|---|-------------|--------------|------------|------------|----------------|------------------|------------|----------------|--------------|
| | | Female | | | | | | | | |
| | | Student | Teacher | Lawyer | Politician | Govt. Employee | Private Employee | Doctor | Social workers | House wife |
| 1. | Knowledge and awareness | 8 (4.0) | 22 (11.0) | 4 (2.0) | 2 (1.0) | 18 (9.0) | 15 (7.5) | 2 (1.0) | 5 (2.5) | 22 (11.0) |
| 2. | Increase decision making power | 8 (4.0) | 20 (10.0) | 2 (1.0) | 2 (1.0) | 16 (8.0) | 18 (9.0) | 2 (1.0) | 6 (3.0) | 32 (16.0) |
| 3. | Focus on National and International level | 10 (5.0) | 18 (9.0) | 4 (2.0) | 2 (1.0) | 14 (7.0) | 18 (9.0) | 4 (2.0) | 8 (4.0) | 36 (18.0) |
| 4. | Increase thinking power | 10 (5.0) | 16 (8.0) | 2 (1.0) | 1 (0.5) | 20 (10.0) | 16 (8.0) | 2 (1.0) | 10 (5.0) | 30 (15.0) |
| 5. | Positive reinforcement | 6 (3.0) | 12 (6.0) | 3 (1.5) | 2 (1.0) | 18 (9.0) | 16 (8.0) | 2 (1.0) | 8 (4.0) | 20 (10.0) |
| 6. | Release burden | 6 (3.0) | 16 (8.0) | 4 (2.0) | 1 (0.5) | 16 (8.0) | 20 (10.0) | 4 (2.0) | 10 (5.0) | 30 (15.0) |
| 7. | Instant gratification | 8 (4.0) | 10 (5.0) | 2 (1.0) | 1 (0.5) | 10 (5.0) | 16 (8.0) | 3 (1.5) | 6 (3.0) | 16 (8.0) |
| 8. | Social attraction | 10 (5.0) | 12 (6.0) | 4 (2.0) | 1 (0.5) | 12 (6.0) | 18 (9.0) | 2 (1.0) | 12 (6.0) | 28 (14.0) |
| 9. | Perceptual skill enhancement | 10 (5.0) | 12 (6.0) | 2 (1.0) | 2 (1.0) | 16 (8.0) | 20 (10.0) | 4 (2.0) | 10 (5.0) | 12 (6.0) |
| 10. | Increase viewer's confidence | 12 (6.0) | 20 (10.0) | 4 (2.0) | 1 (0.5) | 12 (6.0) | 22 (11.0) | 2 (1.0) | 12 (6.0) | 40 (20.0) |
| | Mean | 8.8 | 15.8 | 3.1 | 1.5 | 15.2 | 17.9 | 2.7 | 8.7 | 26.6 |
| | Skewness | -0.11 | 0.07 | -0.24 | 0.01 | -0.23 | 0.53 | 0.74 | -0.11 | -0.24 |
| | Kurtosis | -0.62 | -1.51 | -2.30 | -2.57 | -0.82 | -0.56 | -1.64 | -1.31 | -0.80 |

(Figures in brackets are the percentage of the respective values)

Women who watch debates on news channels like to watch the same debates which are for women or are related to them somewhere. Because the women of our country are mostly sensitive and emotional and have more tolerance power than men, so they watch only those channels which are for their benefit otherwise they change the channel.

Table 4. Distribution of male respondents on the factors affected due to watching TV debates on various news channels

| Sl. No. | Factors | News debate | | | | | | | | |
|---------|--------------|-------------|----------|----------|------------|----------------|------------------|----------|----------------|------------|
| | | Male | | | | | | | | |
| | | Student | Teacher | Lawyer | Politician | Govt. Employee | Private Employee | Doctor | Social workers | House wife |
| 1. | Credibility | 12 (3.0) | 32 (8.0) | 12 (3.0) | 2 (0.05) | 34 (8.5) | 40 (10.0) | 6 (1.5) | 10 (2.5) | - |
| 2. | Band width | 10 (2.5) | 24 (6.0) | 12 (3.0) | 2 (0.5) | 20 (5.0) | 42 (10.5) | 8 (2.0) | 12 (3.0) | - |
| 3. | Relevance | 10 (2.5) | 20 (5.0) | 14 (3.5) | 4 (1.0) | 36 (9.0) | 30 (7.5) | 6 (1.5) | 12 (3.0) | - |
| 4. | Timing | 18 (4.5) | 38 (9.5) | 18 (4.5) | 2 (0.5) | 40 (10.0) | 26 (6.5) | 8 (2.0) | 10 (2.5) | - |
| 5. | Alignment | 14 (3.5) | 20 (5.0) | 10 (2.5) | 3 (0.7) | 30 (7.5) | 40 (10.0) | 10 (2.5) | 20 (5.0) | - |
| 6. | Confidence | 20 (5.0) | 28 (7.0) | 14 (3.5) | 4 (1.0) | 32 (8.0) | 54 (13.5) | 12 (3.0) | 20 (5.0) | - |
| 7. | Motivation | 22 (5.5) | 32 (8.0) | 16 (4.0) | 2 (0.5) | 20 (5.0) | 30 (7.5) | 6 (1.5) | 12 (3.0) | - |
| 8. | Spiritual | 8 (2.0) | 20 (5.0) | 10 (2.5) | 2 (0.5) | 12 (3.0) | 24 (6.0) | 4 (1.0) | 12 (3.0) | - |
| 9. | Happiness | 18 (4.5) | 28 (7.0) | 20 (5.0) | 2 (0.5) | 18 (4.5) | 28 (7.0) | 8 (2.0) | 24 (6.0) | - |
| 10. | Infotainment | 12 (3.0) | 20 (5.0) | 14 (3.5) | 3 (0.7) | 10 (2.5) | 20 (5.0) | 8 (2.0) | 28 (7.0) | - |

(Figures in brackets are the percentage of the respective values)

People like to watch selected news debates according to their interests and preferences. On which their credibility rests and seeing which they are motivated and try to use it in whatever nature of job they are engaged in. Profitable debates bring a sense of emotional happiness in people. Viewers then feel happier. When the government implements the debates happening on the channel like Dhara-370, Ram temple construction, triple talaq etc. along with giving the most positive information of the news debate, it is also meant to entertain the viewers, which along with the happiness of the viewers, they also get to know about the hustle and bustle of the country.

Table 5. Distribution of female respondents on the factors affected due to watching TV debates on various news channels

| Sl. No. | Factors | News debate | | | | | | | | |
|---------|--------------|-------------|-----------|---------|------------|----------------|------------------|---------|----------------|------------|
| | | Female | | | | | | | | |
| | | Student | Teacher | Lawyer | Politician | Govt. Employee | Private Employee | Doctor | Social workers | House wife |
| 1. | Credibility | 10 (5.0) | 22 (11.0) | 4 (2.0) | 14 (7.0) | 18 (9.0) | 1 (0.5) | 2 (1.0) | 10 (5.0) | 30 (15.0) |
| 2. | Band width | 12 (6.0) | 12 (6.0) | 2 (1.0) | 10 (5.0) | 20 (10.0) | - | 3 (1.5) | 12 (6.0) | 24 (12.0) |
| 3. | Relevance | 8 (4.0) | 10 (5.0) | 3 (1.5) | 12 (6.0) | 22 (11.0) | 1 (0.5) | 2 (1.0) | 12 (6.0) | 20 (10.0) |
| 4. | Timing | 10 (5.0) | 20 (10.0) | 4 (2.0) | 14 (7.0) | 16 (8.0) | 2 (1.0) | 1 (0.5) | 12 (6.0) | 38 (19.0) |
| 5. | Alignment | 8 (4.0) | 10 (5.0) | 4 (2.0) | 12 (6.0) | 12 (6.0) | 1 (0.5) | 2 (1.0) | 10 (5.0) | 16 (8.0) |
| 6. | Confidence | 10 (5.0) | 18 (9.0) | 3 (1.5) | 10 (5.0) | 24 (12.0) | 1 (0.5) | 2 (1.0) | 12 (6.0) | 28 (14.0) |
| 7. | Motivation | 8 (4.0) | 26 (13.0) | 3 (1.5) | 12 (6.0) | 20 (10.0) | 1 (0.5) | 2 (1.0) | 8 (4.0) | 30 (15.0) |
| 8. | Spiritual | 6 (3.0) | 20 (10.0) | 2 (1.0) | 24 (12.0) | 12 (6.0) | - | 2 (1.0) | 6 (3.0) | 18 (9.0) |
| 9. | Happiness | 8 (4.0) | 12 (6.0) | 4 (2.0) | 20 (10.0) | 14 (7.0) | 2 (1.0) | 3 (1.5) | 8 (4.0) | 24 (12.0) |
| 10. | Infotainment | 6 (3.0) | 8 (4.0) | 4 (2.0) | 12 (6.0) | 15 (7.5) | - | 2 (1.0) | 6 (3.0) | 10 (5.0) |

(Figures in brackets are the percentage of the respective values)

In our country, TV channels have made a place not only for men but also for women. And women also like to watch the same channels which are big channels and their credibility remains. News channels also need to maintain this reputation among the viewers, only then with the increase in their TRP and the trust of the viewers will remain intact.

Table 6. Distribution of Hindi News channels conducting TV debates on social issues

| Sl. No. | Hindi News channels | Male | | Female | | Total | | χ^2 | Significance P level |
|---------|---------------------|--------|------|--------|------|--------|------|----------|----------------------|
| | | Number | % | Number | % | Number | % | | |
| 1. | Aaj Tak | 288 | 72.0 | 128 | 64.0 | 416 | 69.3 | 4.013* | <0.05 |
| 2. | India Today | 180 | 45.0 | 46 | 23.0 | 226 | 37.7 | 27.486** | <0.01 |
| 3. | News-18 | 160 | 40.0 | 76 | 38.0 | 236 | 39.3 | 0.224 | >0.05 |
| 4. | India News | 100 | 25.0 | 50 | 25.0 | 150 | 25.0 | 0.001 | >0.05 |
| 5. | NDTV | 168 | 42.0 | 88 | 44.0 | 256 | 42.7 | 0.218 | >0.05 |
| 6. | ABP News | 230 | 57.5 | 110 | 55.0 | 340 | 56.7 | 0.339 | >0.05 |
| 7. | News 24 | 240 | 60.0 | 80 | 40.0 | 320 | 53.3 | 21.429** | <0.01 |
| 8. | News Nation | 140 | 35.0 | 70 | 35.0 | 210 | 35.0 | 0.001 | >0.05 |

| | | | | | | | | | |
|-----|--------------|-----|------|-----|------|-----|------|----------|-------|
| 9. | CNBC Awaaz | 70 | 17.5 | 30 | 15.0 | 100 | 16.7 | 0.600 | >0.05 |
| 10. | Tez TV | 80 | 20.0 | 30 | 15.0 | 110 | 18.3 | 2.226 | >0.05 |
| 11. | Sudarshan TV | 190 | 47.5 | 42 | 21.0 | 232 | 38.7 | 39.482** | <0.01 |
| 12. | India TV | 200 | 50.0 | 90 | 45.0 | 290 | 48.3 | 1.335 | >0.05 |
| 13. | R. Bharat | 220 | 55.0 | 60 | 30.0 | 280 | 46.7 | 33.482** | <0.01 |
| 14. | Zee News | 240 | 60.0 | 120 | 60.0 | 360 | 60.0 | 0.010 | >0.05 |

There are many social issues that channels have organized like Lokpal Bill 2015 on NDTV, Z News, Namami Gange Yojana 2015 on Aaj Tak, Note Bandi 2016 most run on Z News, Pathankot Attack 2016 Z News, Aaj Tak, NDTV, JNU incident 2016 ran loudly on NDTV and all channels, resignation of RBI ex governor Shri Raghuram Rajan 2016 DD. NEWS, Uri attack 2016, surgical strike 2016, Me Too campaign 2017, Padmavat film controversy 2018, Ram Mandir in Ayodhya 2018, Triple Talaq 2018, Moon Mission 2019 etc. were the social issues which were run by all the channels due to which their TRP increased. The knowledge of the people of the whole country on all these issues also increased.

Conclusion

Media has exposed a number of corrupt practices, hidden deals, thus putting a check on the cancer in the form of corruption in the society. The various news channels keep the vigilant citizens updated. They organize debates and group discussions about the current political issues in order to enlighten the people about the democratic process. Media serves as a bridge between the government and the people. The government's policies and actions are conveyed to the people, and the latter's views are forcefully expressed to make the authorities aware of the public feelings.

Recommendations

1. The news industry must provide high-quality journalism in order to build public trust and correct fake news and disinformation without legitimizing them.
2. While organizing the debate in the news channel, only limited and selected party spokesperson should be called so that the discussion in the debate can be completed in a simple and resolved manner because the discussion on the issue by many people speaking together creates chaos.

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