

IMPACT OF TAMIL TV SERIALS ON RURAL WOMEN – A CASE STUDY OF TIRUCHIRAPPALLI DISTRICT

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By

A SATHISH PRASAD	[17UST102]
S JERIN	[17UST122]
S VIJAY PANDIYAN	[17UST123]
J EBINEZER	[17UST137]
M CHARUMATHI	[17UST157]
C NIKESH CHANDRAN	[17UST165]

Under the guidance of

Dr. A. PHILIP AROKIADOSS, Ph.D.,
Assistant Professor



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Tiruchirappalli – 620 002

Department of Statistics

CERTIFICATE

This to certify that A.SATHISH PRASAD (17UST102), S.JERIN (17UST122), S.VIJAY PANDIYAN (17UST123), J.EBINEZER (17UST137), M.CHARMATHI (17UST157), C.NIKESH CHANDRAN (17UST165) B.Sc. Statistics final year students of St. Joseph's College have done a project work on **“IMPACT OF TAMIL TV SERIALS ON RURAL WOMEN – A CASE STUDY OF TIRUCHIRAPPALLI DISTRICT”** under the guidance of **Dr. A. Philip Arokiadoss, Ph.D.**, towards the fulfillment of the award of **“Bachelor of Statistics”** during the period of 2019 – 2020.

HEAD OF THE DEPARTMENT

Dr. Lilly George
Head and Assistant Professor of Statistics

PROJECT ADVISOR

Dr. A. Philip Arokiadoss
Assistant Professor of Statistics

Viva-voce examination was conducted on 05/08/2020 **St. Joseph's College, Tiruchirappalli-2.**

INTERNAL EXAMINER

Dr. A. Philip Arokiadoss
Assistant Professor of Statistics

EXTERNAL EXAMINER

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Chapter- I

INTRODUCTION

Chapter-I

INTRODUCTION

The ancient craft of communicating events and experiences, using words, images, sounds and gestures. Stories are still told in the early forms, for example, around a fire while camping, or when listening to the stories of another culture as a tourist. Many entertainments, including storytelling but especially music and drama, remain familiar but have developed into a wide variety of form to suit a very wide range of personal preferences and cultural expression. Peoples mostly sat in electric light and read Newspaper, Magazines, Books or worked on their on their own hobbies. Children play with their toys and friends in streets.

People's started entertain them self by playing games with their friends and neighborhood. Games are formalized expressions of play which allow people to go beyond immediate imagination and direct physical activity. Peoples got addicted to games and started playing with money and properties which leads gambling. Gambling houses (CASINOS) appeared in Italy on 17th century. As the civilization of the people and modern inventions grew, their entertainment features expanded.

1.1. Street play

Street play, street performance or busking is forms of performance that have been meeting the public's need for entertainment for centuries. It was an integral aspect of London's life. The art and practice of busking is still celebrated at annual busking festivals. There are three basic forms of contemporary street performance. The first form is the "circle show". It tends to gather a crowd, usually has a distinct beginning and end, and is done in conjunction with street theatre, puppeteering, magicians, comedians, acrobats, jugglers and sometimes musicians. Good buskers control the crowd so patrons do not obstruct foot traffic. The second form, the walk-by act, has no distinct beginning or end. The third form, café busking, is performed mostly in restaurants, pubs, bars and cafes. This type of act occasionally uses public transport as a venue.

1.2. News paper

The German-language Relation allerFürnemmen und gedenckwürdigen Historien, printed from 1605 onwards by Johann Carolus in Strasbourg, is often recognized as

the first newspaper. Radio broadcasting in India began as a private venture in 1923 and 1924, when three radio clubs were established in Bombay, Calcutta and Madras (now Chennai). The Radio Club broadcast the first radio program in India in June 1923.

1.3. Radio

Radio waves were first identified and studied by German physicist Heinrich Hertz in 1886. The first practical radio transmitters and receivers were developed around 1895-1896 by Italian Guglielmo Marconi, and radio began to be used commercially around 1900. Radio broadcasting in India began as a private venture in 1923 and 1924, when three radio clubs were established in Bombay, Calcutta and Madras (now Chennai). The Radio Club broadcast the first radio program in India in June 1923.

1.4. History of television

The television is one of the most prominent inventions of 20th century. In the 1880s a German inventor created simplistic moving images using a filtered light viewed through a spinning disk, laying the foundations for the modern television. The first Electronic Television was invented in 1927. The world's first electronic television was created by a 21 year old inventor named Philo Taylor Farnsworth.

1.4.1. Doordarshan

Doordarshan is an autonomous public service broadcaster founded by the Government of India, owned by the Broadcasting Ministry of India and one of Prasar Bharati's two divisions. One of India's largest broadcasting organisations in studio and transmitter infrastructure, it was established on 15 September 1959.

1.4.2. Cable television

The first cable television system in the United States was created in 1948 in Mahanoy City, Pennsylvania by John Walson to provide television signals to people whose reception was poor because of tall mountains and buildings blocking TV signals. In the 2000s, FM radio programming, high-speed Internet, telephone service, and similar non-television services may also be provided through these cables.

1.4.3. Satellite television

The first public satellite television signals from Europe to North America were relayed via the Telstar satellite over the Atlantic ocean on 23 July 1962, although a test broadcast had taken place almost two weeks earlier on 11 July. Receivers can be external set-top boxes, or a built-in television tuner. Satellite television provides a wide range of channels and services, especially to geo-diagramic areas without terrestrial television or cable television.

1.4.4. Internet television

Internet television first developed in the late 1990s, becoming more popular with the growth of broadband, or high-speed data transmission. ABC World News was among the first to make its broadcast available over the internet. As data increased, consumers became able to view more programming online both clearly and consistently. Internet television is being able to access televised content using internet-enabled devices such as smart TVs, smartphones and tablets.

1.4.5. Television communication –APPs

Over-the-top media service, offering content such as television shows directly to viewers via the Internet.TV (app), a line of software programs by Apple Inc. for viewing television shows on consumer electronic devices. Mobile television, television watched on a small handheld or mobile device. Netflix paved the way for other streaming services. On October 29, 2007, Hulu.com launched as a private beta site. It was a joint venture between Comcast, Facebook, MySpace, and Yahoo. NBC (National Broadcasting Company) was one of the first content distributors to join. The Spot, or thespot.com, was the first episodic online story, and the first website to integrate photos, videos and what later became known as blogs into the story line. Sacred Games is the first Indian Netflix Original Series. Netflix, Amazon Prime, Hotstar, Zee5, Web serials, TVF play, Mx Player are some of the web Serials Providing apps.

1.5. 22 Different types of TV shows – Television programs

Drama(Comedy Drama, Teen Drama, Romantic drama, Family Drama, Medical Drama, Legal Drama, Crime Drama, Police Procedural Drama, Horror Drama, Historical Drama, Space Drama, Political drama, Musical Drama and Docudrama), Sitcom, Reality TV, Game show, Soap Opera, Animated Serials, Television Serials, Telenovela, Factual TV or TV Documentary, Mokumentary, On-demand TV and Streaming TV.

1.6. Women dimension on television

In the battle for equal status and fair treatment of women an important roles generally attributed to the mass media and In particular to television (Imme,1983).Television today has become a significant part of life, In a developing country like our through the medium is comparatively recent In our society we have experienced its powerful effect.

In World range, Most of the serials/serials are mainly focused on women and teens and serials/serials are based on fiction stories, reality shows and more.

In India, serials are mainly focused on women and girls. Every woman are getting addicted to it, every month about 1 or 2 new serials are getting launched, Not only woman but also some man also getting addicted to it.

In Tamil Nadu, Serials becoming more addiction for both man and woman. Serials are like food for some peoples. Serials are mainly focused on Family, Romance, women empowerment and etc.

Mainly rural woman are watching more number of serials then urban woman. Most of the urban woman are working woman so they are not getting enough of time to watch serials and spending time in watching television. Mainly woman are watching number serials because they need some relaxation from the work tensions. In rural side, if a woman watching serial will recommend some of her neighborhood to watch the serial so it will spread all over the village but in urban side no-one will talk with their neighborhood more often. So due the lack of communication and working time women in urban side are not aware of the serials.

1.7. Needs of the study

- The study is needed to find out the kind of images of women being portrayed in Tamil TV serials. It would also help the researchers and feminist's media critics to know whether women are shown in a constructive manner or stereotypically.
- Rural people have to be conscious. They should be aware of their own rights and values. They should not allow such discrimination to take place. They must not be influenced or guided by some other culture.

1.8. Study area

This study was carried out investigate the impact of Tamil Serials in Rural women in Tiruchirappalli District. The study confined to Tiruchirappalli District of Tami Nadu state covering a villages, Manapparai, Tiruchirappalli, Musiri, Thotiyam, Srirangam, Thuraiyur, Lalgudi and Thiruvarumbur.

1.9. Objectives of the study

- a) To examine whether the rural women are moderately affected by Television serials.
- b) To find their favorite television channels and serials.
- c) To analyze whether television serials had an impact of rural women's age, occupation and literacy.
- d) To examine the relationship between their monthly income and Television service providers.
- e) To examine the relationship the between the age of rural women and the time they spent to watch television per day.
- f) To examine the relationship between the education qualification of rural women and the type of serials they prefer.

Chapter- II

REVIEW OF THE LITERATURE

Chapter- II

REVIEW OF LITERATURE

Older people often report watching television as one of their favorite leisure activities, and there tends to be a positive relation between extent of television viewing and age; one study reviewed reports that people aged over 65 watch an average of 5 hours and 14 minutes a day, whilst people aged 55-64 watch an average of 3 hours and 28 minutes a day. People with impairments have a strong attachment to television, even if they have difficulty viewing. A study involving people with visual impairment showed that programmes they rate as being most difficult to watch are among some of the programmes they most enjoy.

Sensory and cognitive impairment becomes more common with age, placing older people more generally in the target audience for Access Services. Older people, with or without disability, have high television viewing rates. According to statistics from the General Household Survey 99% of people aged 60+ had watched television in the previous month. It was the most popular reported home-based leisure activity in this age group. That older people (without specified impairments) watch more television than the general population is supported by ITC statistics cited by RNID. Hoda cites data from Hanley showing the average amount of television watched per day by people aged 55-64 is 3 hours and 28 minutes, and 5 hours and 14 minutes for people aged over 65. For American viewers with visual impairment, watching television alone increases with age. Whilst 14% of fewer than 34s watched television on their own most of the time, this increased to 46% of people aged over 55. Higher statistics for viewers with visual impairment were reported in the Nielsen study in which 50% of people with visual impairment reported (sometimes) watching television alone. Further, 78% reported receiving help from viewing partners with aspects of the visuals that they miss.

2.1. Mode of Television connections

2.1.1. Cable connection

Cable television came to the lower middle class localities in the bigger cities of Gujarat and Maharashtra in 1984. Initially it was considered as a cost-effective alternative

to watching borrowed cassettes of feature films. As the investments required were small, the local entrepreneurs took to it in a big way.

A privileged few watched Channels for News Network (CNN) programmes during the Gulf war of 1991 in five star hotels and with the launch of ASIASAT -1 later that year, the cable operators could access the Star Channels. The English programmes of Star TV and few viewers' but having access to these channels became a status symbol for the upper income families.

Zee TV, which was started in October 1992, was the driver of the expansion of Cable television. In the early years the highest viewer ship among the cable connected homes was for the feature films brought by the cable operator and even now when over 50 satellite channels are available, the local cable gets a big share of viewership among non-DD channel. There are as a rapid increase in number of cable in Western and Northern India during 1992-94 and Tamil and Telugu channels accelerated the rate of growth in Tamil Nadu and Andhra Pradesh from 1996. Without any regulatory framework, the growth of cable TV has been haphazard. Local cable systems are distributed generally on poor quality cables.

In recent years, a few big operators are monopolizing the cable industry. The Cable Television Networks (Regulation) Act, 1995 has attempted to bring some order in the operation of cable networks and based on their cent experiences there is a proposal to make amendments in this Act to make it more effective.

2.1.2. Direct to home (DTH) television broadcasting

This is the new emerging technology in the field of television broadcasting. Recently the Government has given its approval for Direct-to Home Broadcasting in India. Before discussing its educational use, we would have to understand what DTH is. The principle of DTH technology is "Direct Broadcast by Satellites". This is a system of television programme distribution in which programmes are transmitted directly from a satellite to the homes. This technology requires very high-power satellites that transmit reception to viewer's small antennas. Direct-to-home (DTH) transmission uses digital technology to compress and decode satellite signals that are beamed directly to a 65 cm. to 95 cm. Satellite dish antenna installed at a subscriber's residence. The signalise then transmitted to a sophisticated decoder, which unscrambles it before it reaches to the TV set. Digitization ensures that the signal received by the subscriber is distortion-free. This

enhances clarity of picture and sound. One can access DTH service with a microchip enabled viewing card, which acts as a key and also stores information about the viewing as well as messages from the service provider.

2.2. Women preference on television

Entertainment, such as reality TV, drama, movies, chat shows, etc., is the principal product of the television industry. Most viewer time spent on TV is on entertainment and this is a primary avenue for TV to affect lifestyle aspirations and behaviors. TV entertainment, especially drama and movies, attract people's interest and also move them emotionally (Kincaid et al., 1988). In the US, the popular MTV reality show "16 and Pregnant" follows the lives of real teenage girls who are pregnant. A recent analysis suggests that the show may be associated with up to third of the recent reduction in teenage pregnancy in the US (Kearney & Levine, 2014).

Stories in TV dramas and movies in Bangladesh and South Asia commonly deal with ordeals of personal or family life associated with scarcity of resources. Young women from large families cannot achieve what their counterparts from a small family can achieve. Many stories have a happy ending when a woman's life is saved after she was able to reach a health center when she faced a crisis in pregnancy and delivery, or alternatively have a sad ending when a pregnant woman dies when she was not taken to a hospital due to poverty, lack of transportation, or taboos against bringing woman out of home because of traditional beliefs. Ideational change towards a small family and improved healthcare are accumulated among TV watchers over time from the role models seen in these movies or dramas.

Jensen and Oster (2008) have explained that with the arrival of television in the home, women and men have closer proximity in spending their time together. Women engage in television that they become dependent on television programmes. Entertainment programmes have become the important foundation in restructuring their lives. Television helps to break the sex-role differentiation of work among the viewers. Family members divide the work in order to make arrangements for everyone to watch television. Television had changed the way people related to each other for centuries. People from different economic classes, genders, and age groups are spending more time together as a result of television. The authors conclude that the introduction of cable

television had improved the status of women. In addition, satellite television helped women and made them take independent decisions within the family

2.3. Television impact of women's welfare.

Mehrotra and Aujla (1991) stated that television viewing affects the normal life style of women in terms of need for rescheduling of activities to enable them to view it. As each household was found to view television for about one to three hours, altered planning or rescheduling of activities was necessary in order to find time to sit before TV. The findings also showed that advent of television in Indian households has resulted in re-scheduling or altered planning of activities ranging from child care to cooking as well as shopping to social visits.

La Pastina (2004) argued that exposure to tele-novels provides women in particular with alternative models of what role they might play in society. The new Indian woman was depicted as an independent and assertive woman, a successful wife and mother, who often had a career or worked outside the home, and led a lifestyle that was significantly different from existing rural lifestyles. These soap operas were an instant success and attracted very high viewership all over India.

Vandana (2011), According to the study "Impact of television on rural women", 47% respondents spent 1-2hours in a day on viewing television. 48% respondents like to watch family serials. Majority of respondents reported 30% change in their dresses and 23% change in food habits. Thus from the study we have concluded that rural women are an important part of our country. Because of their busy scheduled they have no time to watched television has not impact on the life of rural tissues especially the women. Television being a good change in their life.

2.4. Social effects towards television

Television has intense impact on our society. It has changed the life styles of the people and has turn out to be most influence in our society and culture. Like print media, which took several years to have its impact on the culture, the effect television was almost immediate. Television has occupied a significant place in homes and as a result, it is certain to make an effect and impact on the youths, individuals and the society as a whole. Television was a bizarre thing when it was first introduced in India.

It was introduced in order to educate the people and create awareness among the people.

However, today Indian television, apart from providing knowledge and creating awareness also provides entertainment. It is many ways influencing the society with its various programs. Like any other technology or development, television also has some negative effect but we cannot forget or overlook its positive effect. It helps us remain connected with the world by providing news and information about the on-goings in the society and world at a large.

Television today, plays a major role in shaping the society. It has a vast impact on Indian society and this effect is both positive and negative. The advent of television has changed and reformed Indian society to a great extent. Some of the positive impact includes. It has helped in getting new information and has created awareness among the youths and general public. It helped in breaking the social barriers as well as in abolishing social evils. It is a platform for showcasing and grooming new talents. In totally television has helped to globalizing of various Indian cultures.

The negative impact of the television includes socialization has declined to great extent and it has also affected the eating habits, decreases concentration etc., The intention behind the expansion of television was to educate people and make them aware about the latest developments. This was one of the easiest ways to educate even an illiterate. However, in recent years we can easily see that this concept is no longer surviving. People are getting glued to television, in order to see soaps, fashion and reality shows. They are rarely concerned about the actual news.

Even news channels today are more like entertainment channels. They have surely made a deep dent on Indian culture, where people are forgetting their culture and values and are getting washed with the western culture. People have stopped reading books and they believe that they can learn more from television. The advent of satellite technology, television has been credited to bringing about the globalization process because of its extensive international reach of programmes. In this age of multi- channel global television, the world is shrinking and the geo-diagrammed barriers are being broken because of the evident flood of international television programs throughout the world.

2.4.1. Positive impact of women towards television

Some shows can motivate people who are interested in that field and help them to pursue their dreams. Television can help you feel less lonely. Psychologists coined the term "social surrogacy" to explain how television can fill the shoes of absent friends or family. In one study published in the Journal of Experimental Social Psychology, researchers found that people who watch a favorite TV show report feeling less lonely during the show.

TV can expand your mind. Some shows let you travel vicariously and teach you about different people, cultures, ideas, and places you might never encounter in real life. Watching a variety of shows might give us a broader understanding of the world we live in and expose us to things we might otherwise never come across in our own lives. TV can make you feel like part of a group and let you participate in a shared subculture. In social situations where you may find yourself surrounded by strangers with whom you have nothing in common, a popular show or televised sporting event might give you something to talk about. Some shows can motivate people who are interested in that field and help them to pursue their dreams. Television can help you feel less lonely. Psychologists coined the term "social surrogacy" to explain how television can fill the shoes of absent friends or family.

In one study published in the Journal of Experimental Social Psychology, researchers found that people who watch a favorite TV show report feeling less lonely during the show. TV can expand your mind. Some shows let you travel vicariously and teach you about different people, cultures, ideas, and places you might never encounter in real life. Watching a variety of shows might give us a broader understanding of the world we live in and expose us to things we might otherwise never come across in our own lives. TV can make you feel like part of a group and let you participate in a shared subculture. In social situations where you may find yourself surrounded by strangers with whom you have nothing in common, a popular show or televised sporting event might give you something to talk about.

2.4.2. Negative impact of women towards television

It's a waste of time. Watching television fills the time a person might have spent doing important, enriching things like interacting socially with other human beings, being

physically active, discovering the outdoors, reading, using one's own imagination, or accomplishing other things like working or doing homework or chores, or spending time with enriching hobbies like art, music, etc. There's nothing good on, anyway. With hundreds of channels available, viewers can spend hour's just flipping channels trying to find something worthwhile. Some people take television too seriously.

One study published in the Journal of Social and Personal Relationships showed that viewers experienced the same negative reactions to the loss of an imaginary friendship with a character on television as they did when their real social relationships ended. So while television might make you feel like you have a friend, it comes with its own emotional risk and negative emotional baggage. Television often uses stereotypes that can warp the watcher's perception of the world. Recent studies have found that up to 12% percent of TV-watchers feel unhappy about the amount of TV they watch, consider themselves addicts, and yet feel incapable of stopping themselves.

Chapter- III

RESEARCH METHODOLOGY

Chapter- III

RESEARCH METHODOLOGY

This study has been conducted in Tiruchirappalli District. The conventional technique i.e. questionnaire was employed for primary data collection. The questionnaire was originally written in Tamil and translated by self in English. The data from the 300 questionnaires were classified and tabulated for the purpose of analysis and interpretation. The tabulated data clearly depicts the views of the district rural women relating to their information and the impacts of Tamil TV serial in multifarious dimensions.

All the data analysis was performed using the statistical software SPSS 21. Independent samples t-test was for analysis of normally distributed continuous data. Categorical variables were compared using Chi-Square Independence of Attributes. The one-way ANOVA is used to determine whether there are any statistically significant differences between the means of two or more independent groups. The statistical level of significance was assumed at the 5% level. Also, the Pie and Bar diagrams were sketched the data in a scientifically meaningful way, using MS-Excel.

3.1. Sampling technique

Every researcher may take on a more feasible approach by selecting a small group from the population. The small group is referred to as a sample size, which is a subset of the population that is used to represent the entire population. A sample may be selected from a population through a number of ways, one of which is the Stratified Random Sampling method. This technique involves dividing the entire population into homogeneous groups called Strata and the random samples are selected from each Stratum. A total numbers of 300 females sample were selected for this study. The respondents have chosen proportionally from nine Taluks of Tiruchirappalli district such as Manapparai (69), Manachanallur (29), Trichy (1), Musiri (39), Thtotiyam (24), Sriraganam (39), Thuraiyur (44), Lalgudi (43), and Thiruvarumbur (12).

3.2. Diagrammatic presentation

Diagrammatic Presentation is a technique of presenting numeric data through Pictograms, cartograms, bar diagram, Pie Diagram, etc. It is the most attractive and

appealing way to represent Statistical data. Diagrammatic presentation of data gives an immediate understanding of the real situation to be defined by data in comparison to the tabular presentation of data or textual representations. In this study, we sketched a bar and pie diagram to evaluate the favorite TV channel and Tamil mega serials for rural women in Tiruchirappalli district.

3.2.1. Bar diagram

A bar diagram is a diagram that uses bars to show comparison between categories of data. The bars can be either horizontal or vertical. Bar diagrams with vertical bars are sometimes called vertical bar diagrams. A bar diagram will have two axes. One axis will describe the types of categories being compared, and the other will have numerical values that represent the values of the data. The values are along the horizontal axis, the bars will be oriented horizontally.

3.2.2. Pie diagram

A pie diagram shows percentage values as a slice of a pie; first introduced by William Playfair. Pie diagram is a diagrammatic representation of a frequency, but the percentage proportions of the frequency are calculated. Depending upon the proportions of the frequency the area of the space may vary. Pie diagram is round in structure.

3.3. Inferential Statistics

Inferential statistics are concerned with making inferences based on relations found in the sample, to relations in the population. In this study, Inferential statistics help us decide, whether the differences between groups that we see in our data are strong enough to provide support for our hypothesis that group differences exist or not. Accordingly, we describe the following statistical tests that help to make assumptions for our study objectives.

3.3.1. Independent samples t-test

Independent samples t-test is an inferential statistical test that determines whether there is a statistically significant difference between the means in two samples groups which the sizes are unequal i.e., ($n_1 \neq n_2$). The null hypothesis for the independent t-test is that the population means from the two unrelated groups are equal:

$$H_0: \mu_1 = \mu_2$$

In most cases, we are looking to see if we can show that we can reject the null hypothesis and accept the alternative hypothesis, which is that the population means are not equal:

$$H_A: u_1 \neq u_2$$

To do this, we need to set a significance level (α) that allows us to either reject or accept the alternative hypothesis. Most commonly, this value is set at 0.05. Its' tests statistics is

$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sigma \sqrt{\frac{1}{n_1} + \frac{1}{n_2}}} \quad ; \text{ where } \sigma = \sqrt{\frac{n_1 s_1^2 + n_2 s_2^2}{n_1 + n_2 - 2}}$$

Its degrees of freedom $v = n_1 + n_2 - 2$.

3.3.2. Chi-Square Independence of Attributes

The Chi-Square test of independence is used to determine if there is a significant relationship between two nominal (categorical) variables. The frequency of each category for one nominal variable is compared across the categories of the second nominal variable. The data can be displayed in a contingency table where each row represents a category for one variable and each column represents a category for the other variable. The chi-square test of independence can be used to examine this relationship.

Null hypothesis assumes that there is no association between the two variables. On other hand, an alternative hypothesis assumes that there is an association between the two variables. After calculating the expected value, we will apply the following formula to calculate the value of the Chi-Square test of Independence:

$$\chi^2 = \sum_{i=1}^r \sum_{j=1}^c \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

O_{ij} = Observed value of two nominal variables

E_{ij} = Expected value of two nominal variables

Degree of freedom is calculated by using the following formula: $DF = (r-1) \times (c-1)$;

where, r – No. of rows and c – No. of columns

3.3.3. One-way ANOVA

An ANOVA test is a way to find out if survey or experiment results are significant. In other words, they help you to figure out if you need to reject the null

hypothesis or accept the alternate hypothesis. The one-way ANOVA is used to test for differences among at least three groups, since the two-group case can be covered by a t-test. When there are only two means to compare, the t-test and the F-test are equivalent; the relation between ANOVA and t is given by $F = t^2$. An extension of one-way ANOVA is two-way analysis of variance that examines the influence of two different categorical independent variables on one dependent variable.

E.g., One-way ANOVA Table,

<i>Source of variation</i>	<i>Sum of Squares</i>	<i>Degrees of Freedom</i>	<i>Mean Sum of Squares (MSS)</i>	<i>F-Ratio</i>
<i>With in Treatment</i>	$SS_w = \sum_{j=1}^k \sum_{i=1}^l (X - \bar{X}_j)^2$	$df_w = k - 1$	$MS_w = \frac{SS_w}{df_w}$	$F = \frac{MS_b}{MS_w}$
<i>Between Treatment</i>	$SS_b = \sum_{j=1}^k (X - \bar{X}_j)^2$	$df_b = n - k$	$MS_b = \frac{SS_b}{df_b}$	
<i>Total</i>	$SS_t = \sum_{j=1}^n (X - \bar{X}_j)^2$	$df_t = n - 1$		

Chapter- IV

**DATA ANALYSIS
AND INTERPRETATION**

Chapter-IV

DATA ANALYSIS AND INTERPRETATION

4.1. Demographical Analysis

Table 1. Socio-Personal Profile

<i>Variable</i>	<i>Characteristic</i>	<i>No. of respondents</i>	<i>Percentage</i>
Age in years	Below 18	5	1.70
	18-28	76	25.30
	29-39	104	34.70
	40-50	64	21.30
	51-60	33	11.00
	Above 60	18	6.00
Educational Qualification	Illiterate	34	11.30
	Primary School	49	16.30
	Higher Secondary	102	34.00
	UG/PG	98	32.70
	Professional	12	4.00
	Technical	5	1.70
Occupation Status	Student	38	12.70
	Government Employee	20	6.70
	Private Employee	56	18.70
	Wager	41	13.70
	Retired Employee	1	0.30
	House Wife	144	48.00
Family Income per Month	Below 10,000	78	26.00
	11,001-20,000	129	43.00
	21,001-30,000	40	13.30
	31,001-50,000	37	12.30
	51,001-70,000	7	2.30
	Above 70,000	9	3.00

Among the 300 respondents, 1.7% belongs to the Minor age group, followed by 25.3% from the age group of 18-28 years, 34.7% from the age group 29-34 years, 21.3% of rural women from the age group 40-50 years, 11% belongs to the age group of 51-60 years and Rest of them (6%) are from Above 60 years old women. On the basis of educational status of selected rural women of the district 11.3% are illiterate, 16.3% have completed primary school, 34% of them have completed Higher secondary, 32.7% of the respondents got UG/PG degree, 4% of them have trained with Professional skills, and followed by 1.7% of the respondents have completed the technical courses. On this way

of Occupational status 12.7% are students, 48.3% are housewife while 39% are working women.

Table 2. The Attitude of Rural women towards the Television

<i>Variable</i>	<i>Characteristic</i>	<i>No. of respondents</i>	<i>Percentage</i>
Service Provider	TAC	219	73.00
	Sun Direct	35	11.70
	TATA Sky	10	3.30
	Reliance	3	1.00
	Airtel	30	10.00
	Mobile	3	1.00
Time spent to watch TV per day	1-2 hours	118	39.3
	3-5 hours	158	52.7
	6-8 hours	21	7
	More than 8 hours	3	1
Context of watching TV	Forenoon (6am-12pm)	1	0.3
	Afternoon (12pm-4pm)	11	3.7
	Evening (4pm -8pm)	38	12.7
	Night (8pm-12am)	128	42.7
	Whole Day Time	12	4
	Whole Night Time	5	1.7
	Uncertain	53	17.7
	Leisure Time	52	17.3
Types of favourite serial	Mythological Serial	15	5
	Romantic Serial	90	30
	Family Based Serial	173	57.7
	Women's Empowerment	8	2.7
	Spiritual or Religious Serial	12	4
	Others	2	0.7
Costumes Attraction	Always	22	7.3
	Sometimes	86	28.7
	Rarely	51	17
	No	141	47
During important works	Don't miss the TV serial	151	50.3
	Watch the repeat telecast	55	18.3
	Miss the TV serial	94	31.3

The table (2) provides the attitudes of rural women towards the television watching habits. Nearly 73% of rural women have a government-provided television connection (TACTV- Tamil Nadu Arasu Cable TV Corporation Limited at home) at home, 11.7% of the respondents have Sun Direct service, and 3.3% of the respondents have Tata Sky service connection. About 10 per cent watch TV with Airtel connection,

and One per cent with Reliance and Mobile phone connection. In accordance with 52.7% of the rural women spend 3 to 5 hours a day watching Television. This is followed by 52.7% of respondents watching TV for 3-5 hours, 7% watching 6-8 hours, and 1% watching TV more than 8 hours a day.

The highest 55.4% of women are watching the TV from evening 4 PM to Midnight 12 AM, and most of the serials are aired and re-telecast during this time. Similarly, 3.7 % counterfeit women usually watch TV in the afternoon while they watch TV uncertain or leisure time according to 35%. Most of the women (57.7%) like to watch the daily serial of Family based stories. While according to 30%, her serial choice based on romantic story background. There are right 4% of the women like to watch religious serials. On the other hand, 5% of women said that their interest in Mythological serials. 10% of women like to watch Women's Empowerment stories. While 0.7% women they watched other stories.

When the respondents were asked if they follow the costumes of the female characters when they watch Television serials, 7.3% of respondents said that they always follow the attire of the female actors, 28.7% of respondents sometimes follow; whereas, 17% of women follow their costume rarely. On other hand, 47% of them do not like any costume exactly the same. No matter how important work is, 50.3% of women said they never avoid watching TV serials. Also 18.3% of women said that if they can't watch TV serials during any important works, they would be watching it on re-telecast, and rest of women (31.3%) said they missed the serials.

4.2. Diagrammatic Presentation

Rural women have categorized their favorite TV channels based on the serials they watch the most. Based on their favorite channels preference, the pie diagram is illustrated as below. Also they have ranked their top 3 favorite TV serials they watch the most. Based on their favorite serial, the simple bar diagram is sketched as below.

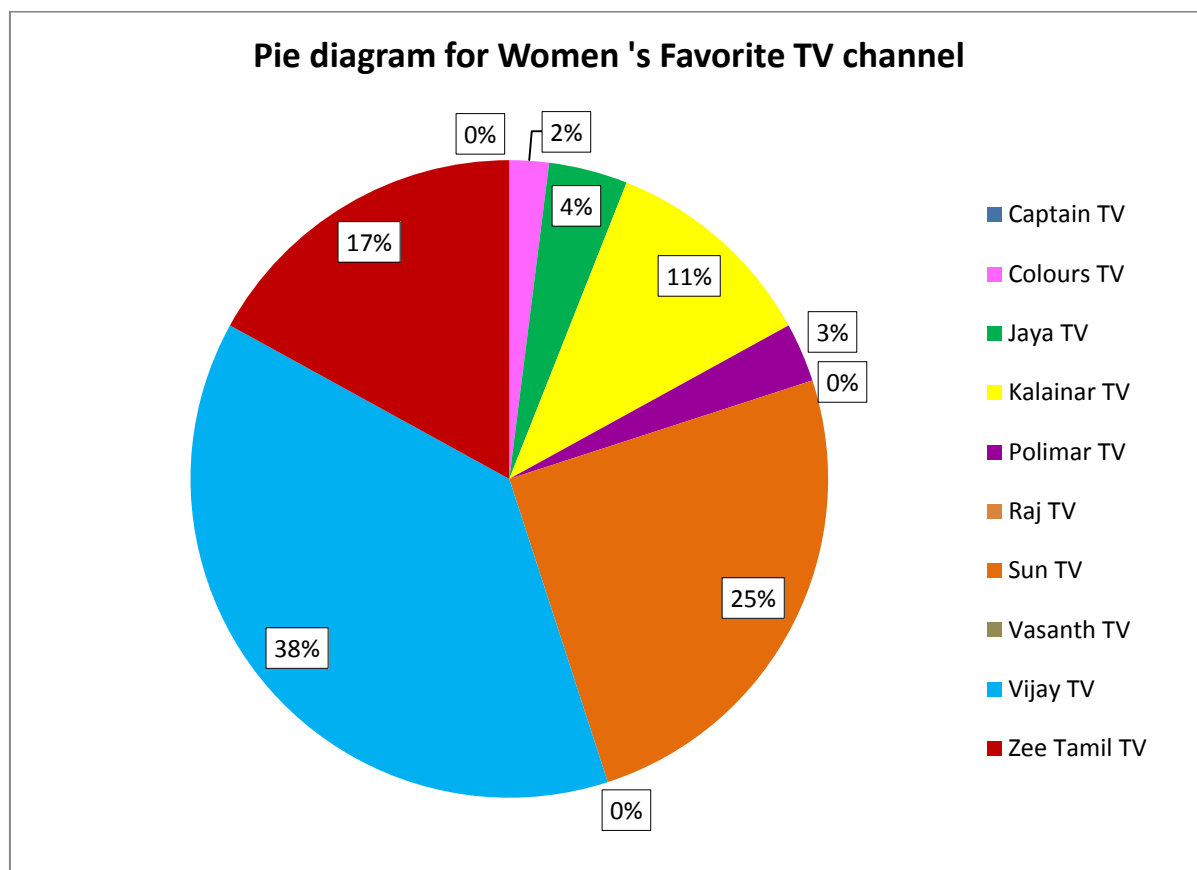


Figure 1.Women’s Favorite TV Channel for watching Tamil Serials

Rural Women of Tiruchirappalli district have rated their favorite Television channel and we have illustrated this as a pie diagram in the above figure (1). We had given 10 Television channels such as Captain TV, Colours TV, Jaya TV, Kalaignar TV, Polimer TV, Raj TV, Sun TV, Vasanth TV, Vijay TV and Zee TV which could broadcast mega serials in the questionnaire.

The vast majority of 38% of rural women said they like to watch Vijay TV serials. In addition, the rural expressed interest in watching the mega serials which aired 25% on Sun TV, 17% on Zee Tamil TV, 11% on Kalaignar TV, 4% on Jaya TV, 3% on Polimer TV and 2% on Colours TV. None of them are liked to watch Captain TV, Raj TV and Vasanth TV. Through this, Vijay TV has become a television channel that has captivated the minds of Tiruchirappalli rural women.

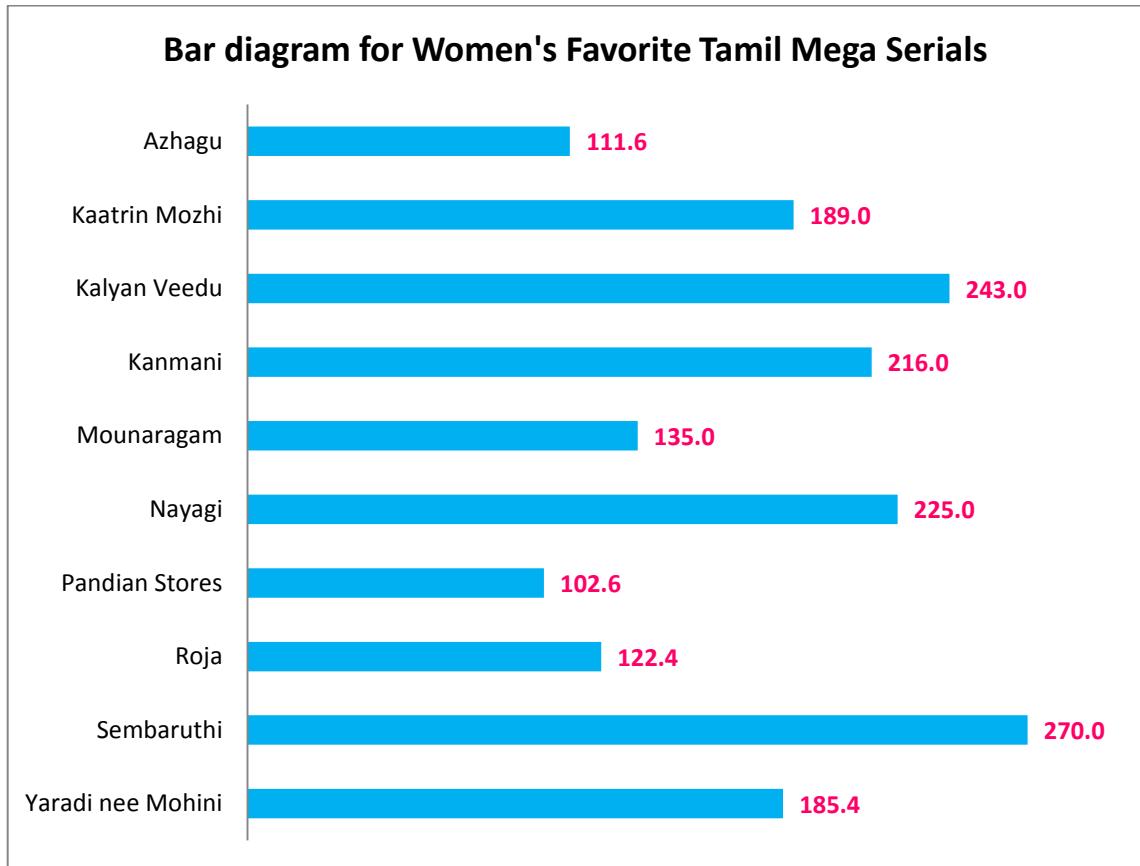


Figure 2. Women's Favorite Tamil Mega Serials

Table 3. Women's Favorite TOP 10 Tamil Mega Serials

<i>Rank</i>	<i>Serial Name</i>	<i>Points</i>	<i>Broadcasted by</i>
1	Sembaruthi	270.0	Zee Tamil TV
2	Kalyan Veedu	243.0	Sun TV
3	Nayagi	225.0	Sun TV
4	Kanmani	216.0	Sun TV
5	Kaatrin Mozhi	189.0	Vijay TV
6	Yaradi nee Mohini	185.4	Zee Tamil TV
7	Mounaragam	135.0	Vijay TV
8	Roja	122.4	Sun TV
9	Azhagu	111.6	Sun TV
10	Pandian Stores	102.6	Vijay TV

The above bar diagram (figure 2.) and table (3) shows that the rural women's favorite television serials are ranked based on their response. They sorted out their most favorite three television serials. Among their preference each was given a score 3 for the first option, 2 for the second opinion and 1 for the third one. The total score is 1800.

Based on these scores, the above table (3) has featured the top 10 television serials that have captivated the minds of rural women. As the favorite serials of most respondents, with a top score of 270, in the first place is Sembaruthi Mega serials aired on Zee Tamil TV. Following that, with 243 points, Kalyana Veedu mega serials aired on sun TV took second place. In top ten lists of TV serials, 5 are aired on Sun TV, 3 on Vijay TV and 2 on Zee Tamil TV. It is noteworthy that none of the other TV serials featured in the top ten lists.

4.3. Inferential Analysis

4.3.1. The impact of watching TV serial

The impact of TV serials on rural women in Tiruchirappalli district has divided in to five categories: Extreme (4), High (3), Moderate (2), Low (1) and No idea (0). Based on this, let's examine whether the rural women are moderately affected by TV serials. Therefore, we define our research hypothesis is,

H₀₁: Rural women are moderately affected by the impacts of Television serials.

Table 4. The impact of Television serials

<i>Impacts</i>	<i>Sample statistic</i>		<i>One Sample t-test (N=300)</i>		
			<i>t</i>	<i>df</i>	<i>P-value</i>
Indulges in joint family life (IP1)	Mean	2.18	2.48	299.00	0.01
	S.D.	1.26			
Strengthen family relationship (IP2)	Mean	1.89	-1.47	299.00	0.14
	S.D.	1.26			
Emerges Social system (IP3)	Mean	1.85	-1.83	299.00	0.07
	S.D.	1.42			
Represents our day to day life (IP4)	Mean	1.55	-5.72	299.00	0.00
	S.D.	1.35			
Greatly help with Social life (IP5)	Mean	1.96	-0.43	299.00	0.67
	S.D.	1.49			
Changes in Lifestyle (IP6)	Mean	1.42	-7.51	299.00	0.00
	S.D.	1.33			
Protects Women's welfare (IP7)	Mean	1.52	-6.51	299.00	0.00
	S.D.	1.29			
Imitate the real life character (IP8)	Mean	1.37	-8.74	299.00	0.00
	S.D.	1.25			
Promote house hold activities (IP9)	Mean	1.25	-10.34	299.00	0.00
	S.D.	1.26			
Leads psychological well-being (IP10)	Mean	1.33	-8.11	299.00	0.00
	S.D.	1.42			

*S.D- Standard deviation, d.f.-Degrees of freedom, and Test value=2.

Table–(4) reveals that the rural women are moderately affected by the various impacts of Television serials. In IP1, the mean value is 2.18; S.D. is 1.26 and rejecting the null hypothesis when the P-value 0.01 is less than the significance value 0.05. The mean value lies between 2 to 3. Therefore, TV serials affect the joint family life of rural women more than moderately. In IP2 shows the mean value is 1.89; S.D. is 1.26. Since the P-value 0.14 is greater than the significance level 0.05, we cannot reject the null hypothesis. Here the mean value lies between 1 to 2. It reveals that TV serials weaken the family ties.

In IP3, the mean value is 1.85; S.D. is 1.42 and accepting the null hypothesis when the P-value 0.07 is greater than the significance value 0.05. Since, the rural women have accepted that the social system is moderately emerged by TV serials. In IP2 shows the mean value is 1.55; S.D. is 1.35. The P-value 0.00 (≈ 0.001) is less than the significance value 0.05. So, we reject the H_0 . The mean value lies between 1 to 2. The respondents feel like TV serials misrepresent their day to day life.

In IP5, the mean value is 1.96; S.D. is 1.49 and accepting the null hypothesis when the P-value 0.67 is greater than the significance value 0.05. The mean value lies between 1 to 2. The respondents claimed that TV serials rarely contribute to the social life. The P-values of IP6, IP7, IP8, IP9 and IP10 are 0.00 (≈ 0.001), which are less than the significance value 0.05. Therefore, we reject their respective null hypotheses. The mean values are lie between 1 to 2. The rural women are most clearly articulating that the TV serials didn't change their life style, it didn't protect the welfare of women, didn't imitate the real life character, didn't promote household activities, and it exacerbates their psychological health.

The rural women of Tiruchirappalli district have realized the consequences of watching TV serials, but their interest in watching serials has not diminished.

4.3.2. The impact of watching TV serials on Age-group wise

This section explores in detail the implications of TV serials based on the various age group of rural women. Therefore the research hypothesis is,

H_{02} : There is no significant difference in the impact of watching TV serials between the ages of the respondents.

Table 5. The impacts of the TV serials on Age-wise

<i>Impacts</i> (<i>N=300</i>)		< 18 (<i>n</i> ₁ =5)	18-28 (<i>n</i> ₂ =76)	29-39 (<i>n</i> ₃ =104)	40-50 (<i>n</i> ₄ =64)	51-60 (<i>n</i> ₅ =33)	> 60 (<i>n</i> ₆ =18)	<i>Sum of square</i>			<i>Mean sum of square</i>		<i>F</i>	<i>P-value</i>
								<i>BG</i>	<i>WG</i>	<i>TT</i>	<i>BG</i>	<i>WG</i>		
IP1	Mean	3.00	2.41	2.19	2.19	1.85	1.50	19.28	453.00	472.28	3.86	1.54	2.50	0.03
	S.D.	1.73	1.22	1.09	1.28	1.54	1.25							
IP2	Mean	2.40	2.22	1.83	2.06	1.33	1.17	31.72	442.87	474.59	6.34	1.51	4.21	0.00
	S.D.	0.89	1.28	1.14	1.27	1.34	1.20							
IP3	Mean	2.20	2.12	1.74	1.67	1.85	1.89	9.40	590.85	600.25	1.88	2.01	0.94	0.46
	S.D.	1.48	1.38	1.32	1.40	1.68	1.64							
IP4	Mean	2.00	1.88	1.47	1.67	1.12	0.89	24.90	521.25	546.15	4.98	1.77	2.81	0.02
	S.D.	1.00	1.43	1.27	1.38	1.24	1.28							
IP5	Mean	2.40	2.14	1.71	2.08	1.85	2.33	13.79	646.81	660.60	2.76	2.20	1.25	0.28
	S.D.	1.52	1.30	1.43	1.54	1.72	1.85							
IP6	Mean	1.40	1.54	1.37	1.59	1.12	1.22	6.98	522.26	529.24	1.40	1.78	0.79	0.56
	S.D.	1.67	1.39	1.28	1.38	1.24	1.31							
IP7	Mean	1.60	1.59	1.55	1.61	0.97	1.67	11.40	483.52	494.92	2.28	1.64	1.39	0.23
	S.D.	0.89	1.29	1.27	1.35	1.02	1.57							
IP8	Mean	2.00	1.49	1.38	1.44	1.03	1.06	8.90	457.03	465.93	1.78	1.55	1.15	0.34
	S.D.	1.41	1.35	1.20	1.19	1.19	1.30							
IP9	Mean	1.00	1.57	1.16	1.23	1.06	0.89	12.22	460.03	472.25	2.44	1.56	1.56	0.17
	S.D.	0.71	1.43	1.16	1.15	1.39	1.13							
IP10	Mean	1.60	1.17	1.41	1.58	0.94	1.33	11.98	594.69	606.67	2.40	2.02	1.19	0.32
	S.D.	1.82	1.39	1.42	1.46	1.41	1.37							

*BG-Between Groups; WG-With-in Groups; TT-Total; its degrees of freedoms are 5, 295 and 299 respectively.

The above table reveals that the impacts of TV serials based on the various age groups of rural women. The P-values of IP3, IP5, IP6, IP7, IP8, IP9 and IP10 are greater than the significance level 0.05. Such case, the null hypothesis is accepted. This result indicates that the rural women of all ages have expressed the same opinion. In IP3, all the respondents' age mean scores are approximately equivalent to 2. Therefore, the rural women of all ages expressed a view that TV serials moderately emerge the social system. In IP5, all the respondents' age mean scores are roughly equivalent to 2. So, the respondents of all ages claimed their opinion that TV serials moderately contribute to the social life. In IP6, all the respondents' age mean scores are less than 2. Rural women of all ages have reported that TV serials have changed their lifestyles to a lesser extent. In IP7, all the respondents' age mean scores are also less than 2. Therefore, the rural women of all ages made it clear that TV serials don't concern about the welfare of women.

In IP8, all the respondents' age mean scores lie between 1 to 2. All the respondents know that TV serials never reflect their real-life characters. In IP9, all the respondents' age mean scores are nearly to 1. All the respondents claimed that TV serials do not promote their household activities as they are aired from morning till night. Also all the respondents' age mean scores of IP10 are closely to 1. All the respondents have said that women are more likely to be psychologically vulnerable as every TV serials portray women as the enemy of another woman. On the other hand, the P-values of IP1, IP2, and IP4 are less than the significance level 0.05. Since the null hypothesis is rejected at a 5% level of significance. This result shows that the rural women of all ages have expressed a difference of opinion. In IP1, the respondents' age mean scores lie between 1 to 3. Both IP2 and IP4, the respective age mean scores lie between 1 to 2. The respondents under the age of 18 have claimed that their joint family culture, family relationship and daily life are often spoiled by TV serials. In all of these, the respondents over the age of 18 have gradually relaxed the notions.

4.3.3. The impact of watching TV serials on occupation wise

Television Serials are likely to have an impact on rural women's occupational status so let's explore them here. Therefore the research hypothesis is,

H₀₃: There is no significant difference in the impact of watching TV serials between the occupational statuses of the respondents.

Table 6. The impacts of the TV serials on Occupation-wise

<i>Impacts</i> (<i>N=300</i>)		<i>Student</i> (<i>n₁=38</i>)	<i>Govt.</i> (<i>n₂=20</i>)	<i>Private</i> (<i>n₃=56</i>)	<i>Wager</i> (<i>n₄=41</i>)	<i>Retired</i> (<i>n₅=1</i>)	<i>House Wife</i> (<i>n₆=144</i>)	<i>Sum of Square</i>			<i>Mean sum of square</i>		<i>F</i>	<i>P-value</i>
								<i>BG</i>	<i>WG</i>	<i>T</i>	<i>BG</i>	<i>WG</i>		
IP1	Mean	2.34	2.20	2.52	1.95	3.00	2.06	12.205	460.075	472.280	2.441	1.565	1.56	0.17
	S.D.	1.24	1.24	1.03	1.26	0.00	1.33							
IP2	Mean	2.29	1.90	1.95	1.63	3.00	1.83	10.619	463.967	474.587	2.124	1.578	1.35	0.24
	S.D.	1.01	0.91	1.07	1.30	0.00	1.40							
IP3	Mean	2.21	2.15	1.55	1.54	3.00	1.91	17.523	582.727	600.250	3.505	1.982	1.77	0.12
	S.D.	1.30	1.14	1.13	1.38	0.00	1.56							
IP4	Mean	1.79	1.65	1.48	0.98	3.00	1.66	19.997	526.150	546.147	3.999	1.790	2.24	0.05
	S.D.	1.34	1.09	1.16	1.08	0.00	1.49							
IP5	Mean	2.53	2.15	1.54	1.85	4.00	1.97	27.634	632.963	660.597	5.527	2.153	2.27	0.03
	S.D.	1.16	1.27	1.35	1.48	0.00	1.60							
IP6	Mean	1.58	1.25	1.32	0.98	4.00	1.56	19.478	509.759	529.237	3.896	1.734	2.25	0.05
	S.D.	1.31	1.02	1.16	1.15	0.00	1.45							
IP7	Mean	1.63	1.80	1.48	1.44	3.00	1.47	4.906	490.011	494.917	0.981	1.667	0.59	0.71
	S.D.	1.22	1.20	1.21	1.18	0.00	1.38							
IP8	Mean	1.76	1.80	1.29	1.20	3.00	1.28	15.105	450.825	465.930	3.021	1.533	1.97	0.08
	S.D.	1.38	1.24	1.16	1.21	0.00	1.24							
IP9	Mean	1.61	1.65	1.13	1.15	3.00	1.17	13.374	458.876	472.250	2.675	1.561	1.71	0.13
	S.D.	1.37	1.23	0.92	1.17	0.00	1.35							
IP10	Mean	1.53	1.80	1.20	0.93	1.00	1.39	14.151	592.516	606.667	2.830	2.015	1.40	0.22
	S.D.	1.56	1.36	1.33	1.10	0.00	1.50							

The above table exposes that the impacts of TV serials based on the various occupational status of rural women. Of the 300 respondents who watch the TV serials, 38 are students, 20 are government employees, 56 are private employees and 41 are day laborers. In addition, one retired at the lowest rate and 144 housewives responded at the highest rate. It is noteworthy that 52% of the women who responded were working women and 48% were women who stayed at home. The P-values of IP1, IP2, IP3, IP7, IP8, IP9 and IP10 are greater than the significance level 0.05. Hence, the null hypothesis is accepted. This result specifies that the rural women of all professions have expressed an identical opinion.

On the other hand, the P-values of IP4, IP5, and IP6 are less than the significance level 0.05. Then the null hypothesis is rejected at a 5% level of significance. This result illustrates that the rural women of all occupational status have expressed a difference of opinion. In this study, nearly 70% of opinions agree on the impacts of TV serials on the rural women regardless of their age and occupation.

4.3.4. The impact of watching TV serials on Educational status wise

In today's world, education has helped women to grow and achieve in all fields competing with men. The school educational system in India has four levels: lower primary (age 6 to 10), upper primary (11 and 12), high (13 to 15) and higher secondary (17 and 18). The lower primary school is divided into five standards, upper primary school into two, high school into three and higher secondary into two. The present study divides the educational status of rural women into six categories: The illiterate level, a person who one not able to read and write. Lower and higher primary school education was considered Primary level. The higher level of education consist high and higher secondary school education. UG/PG qualified women's were under degree level. Those who have completed vocational courses were considered at the Professional education level. The rural women with specialized and specific skills were featured in Technical education level. Here the researcher explores the impact of Television serials on rural women based on such educational status. The research hypothesis is,

H₀₄: There is no significant difference in the impact of watching TV serials between the educational statuses of the respondents.

Table 7. The impacts of the TV serials on Educational status-wise

<i>Impacts</i> (<i>N=300</i>)		<i>Illiterate</i> (<i>n₁=34</i>)	<i>Primary</i> (<i>n₂=49</i>)	<i>Higher</i> (<i>n₃=102</i>)	<i>UG/PG</i> (<i>n₄=98</i>)	<i>Professional</i> (<i>n₅=12</i>)	<i>Technical</i> (<i>n₆=5</i>)	<i>Sum of Square</i>			<i>Mean sum of square</i>		<i>F</i>	<i>P-value</i>
								<i>BG</i>	<i>WG</i>	<i>T</i>	<i>BG</i>	<i>WG</i>		
IP1	Mean	1.74	2.04	2.29	2.27	2.42	2.00	10.55	461.73	472.28	2.11	1.57	1.34	0.25
	S.D.	1.29	1.24	1.33	1.17	1.00	1.58							
IP2	Mean	1.41	1.67	1.99	2.09	1.92	1.40	16.30	458.29	474.59	3.26	1.56	2.09	0.07
	S.D.	1.37	1.30	1.30	1.15	0.79	1.52							
IP3	Mean	1.44	1.73	1.99	1.91	1.75	2.00	8.90	591.35	600.25	1.78	2.01	0.89	0.49
	S.D.	1.35	1.50	1.49	1.35	1.22	1.41							
IP4	Mean	1.26	1.53	1.54	1.70	1.42	1.40	5.45	540.70	546.15	1.09	1.84	0.59	0.71
	S.D.	1.50	1.37	1.37	1.33	1.08	0.89							
IP5	Mean	1.94	1.82	2.02	2.02	1.75	1.80	2.40	658.20	660.60	0.48	2.24	0.21	0.96
	S.D.	1.63	1.54	1.52	1.40	1.42	1.64							
IP6	Mean	1.35	1.18	1.54	1.46	1.17	1.80	5.98	523.26	529.24	1.20	1.78	0.67	0.65
	S.D.	1.47	1.13	1.37	1.33	1.34	1.64							
IP7	Mean	1.18	1.55	1.49	1.59	1.67	2.20	7.22	487.69	494.92	1.44	1.66	0.87	0.50
	S.D.	1.22	1.40	1.26	1.28	1.30	1.30							
IP8	Mean	1.12	1.27	1.32	1.53	1.33	2.00	7.45	458.48	465.93	1.49	1.56	0.96	0.45
	S.D.	1.17	1.25	1.19	1.29	1.56	1.22							
IP9	Mean	0.94	1.10	1.27	1.42	1.17	1.20	7.25	465.00	472.25	1.45	1.58	0.92	0.47
	S.D.	1.13	1.25	1.27	1.28	1.19	1.64							
IP10	Mean	1.24	1.96	0.99	1.46	1.00	1.20	34.50	572.16	606.67	6.90	1.95	3.55	0.00
	S.D.	1.44	1.55	1.29	1.42	1.21	1.64							

The table 7 reveals that the impacts of TV serials based on the various educational statuses of rural women. Except IP10, all the P-values are greater than the significance level 0.05. The mean values lie between 1 to 2. Hence, the null hypothesis is accepted. i.e., there is no significant difference in the impact of watching TV serials between the educational statuses of the respondents. Although the educational statuses of the rural women are different, they are united in their view in the impact of their TV serials.

On the other hand, the P-values of IP10 (≈ 0.001) are less than the significance level 0.05. Then the null hypothesis is rejected at a 5% level of significance. This result specifies that the rural women who qualified primary education are reluctant to comment that TV serials have moderate psychological impact, while other educated women say they have a milder impact. The rural women of this district, though fully aware of the impact of the television serials, enslaved themselves to the allure of it. The people who watch television serials a lot, it's very hard to quit, so it is similar to a dependency like alcoholism or any other addiction.

4.3.5. Monthly income against the type of TV connection

Nowadays, every human being changes from time to time according to the changing trends in life every day. The advent of DTH (Direct-to-Home) technology has made for people to have access to a wide range of quality programmes and channels of their choice. DTH can provide television viewing services directly to subscribers through satellite transmission anywhere in India. There are many service providers in the market providing Television services. The monthly TV subscription varies according to the service providers and the required service plan. It is important to explore whether the rural women are more likely to choose their television services based on their monthly family income. The research hypothesis is,

H₀₅: There is no significant association between monthly income of the respondents and their type of television service providers.

Table 8. Monthly income vs. Television services

Monthly Income	Television services						Row Total	Chi-Square	d.f.	P-value
	TAC	Sun Direct	TATA Sky	Reliance	Airtel	Mobile				
Below 10,000	67 85.9%	5 6.4%	0 0.0%	1 1.3%	4 5.1%	1 1.3%	78 100.0%	93.00	25	0.00
10,001-20,000	106 82.2%	9 7.0%	2 1.6%	1 .8%	11 8.5%	0 0.0%	129 100.0%			
21,001-30,000	26 65.0%	7 17.5%	3 7.5%	0 0.0%	3 7.5%	1 2.5%	40 100.0%			
31,001-50,000	16 43.2%	12 32.4%	1 2.7%	0 0.0%	7 18.9%	1 2.7%	37 100.0%			
51,001-70,000	2 28.6%	1 14.3%	1 14.3%	0 0.0%	3 42.9%	0 0.0%	7 100.0%			
Above 70,000	2 22.2%	1 11.1%	3 33.3%	1 11.1%	2 22.2%	0 0.0%	9 100.0%			
Column Total	219 73.0%	35 11.7%	10 3.3%	3 1.0%	30 10.0%	3 1.0%	300 100.0%			

*46 cells (74.4%) have expected count less than 5. The minimum expected count is .07.

The above table shows that the monthly family income of the rural women and their type of television services. The calculated Chi-square value is 93.00 with 25 degrees of freedom. The P-value (≈ 0.001) is less than the significance level 0.05. Since the null hypothesis is rejected at 5% level of significance. Hence, There significant association between monthly income of the respondents and their type of television service providers. Among the recipients of the monthly family income of rural women, 85.9% of those earning below Rs.10K, 82.2% of those earning Rs.10K-20K, 65% of those earning Rs.20K-30K, and 43.2% of those earning Rs.30K-50K have a TV connection provided by the Tamil Nadu Government Cable TV Corporation. In contrast, 42.9% of rural women earning a monthly income of Rs.50K-70K have access to television through the Airtel service. In addition, 33.3% of those earning above Rs.70K per month have a TV connection through the Tata Sky service. It has been revealed that rural women choose the television services based on their family monthly income.

4.3.6. Age-groups against hours spending daily in watching TV

In general, Television viewers watch their favourite programme with the exception of a few live broadcasts, according to their time convenience, one of which is mega serials. Therefore, all TV channels telecast the mega serials from morning till night.

In addition to the time allotted for the serials, they are also rebroadcast. A few episodes rebroadcast at midnight and early in the morning. Rural women have less entertainment features than urban women, and rural women spend most of their time watching television. In particular, they are very fond of mega serials. Let's explore whether there is an association between the ages of rural women and the amount of time they spend daily to watch TV. The research hypothesis is,

H_{06} : There is no significant association between the ages of the respondents and the time they spent daily watching TV.

Table 9. Age-Group vs. Time spent with TV

Age-Group	Time spent daily watching TV				Row Total	Chi-Square	d.f.	P-value
	1-2 hours	3-5 hours	6-8 hours	>8 hours				
Below 18 years	4 80.0%	1 20.0%	0 0.0%	0 0.0%	5 100.0%	14.835	15	0.463
18-28 years	36 47.4%	36 47.4%	4 5.3%	0 0.0%	76 100.0%			
29-39 years	40 38.5%	57 54.8%	6 5.8%	1 1.0%	104 100.0%			
40-50 years	19 29.7%	38 59.4%	6 9.4%	1 1.6%	64 100.0%			
51-60 years	12 36.4%	17 51.5%	4 12.1%	0 0.0%	33 100.0%			
Above 60 years	7 38.9%	9 50.0%	1 5.6%	1 5.6%	18 100.0%			
Column Total	118 39.3%	158 52.7%	21 7.0%	3 1.0%	300 100.0%			

* 12 cells (50.0%) have expected count less than 5. The minimum expected count is .05.

The above table reveals that the age with of the respondent with respect to the hours spending daily in watching TV. The Chi-Square value is 14.835 with 15 degrees of freedom. The P-value is 0.463 which is greater than 0.05, the null hypothesis is accepted at 5% level of significance. Most of the rural women of various age-groups (52.7%) were spent to watch television 3 to 5 hours a day. So, we conclude that there is no significant difference in the Age with respect to their hours spending daily in watching TV.

4.3.7. Educational status against the favourite TV serial genres

Rural women place more emphasis on mega-serials on television programme. Television channels attract their viewers through a variety of mega-serials such as mythology, romance, family relationships, women's empowerment and spirituality. Let's explore which types of TV serials are preferred according to the education status of rural women. The research hypothesis is,

H₀₇: There is no significant association between the respondents' educational status and their favourite TV serial genres.

Table 10. Educational qualification vs. Types of serials

<i>Educational qualification</i>	<i>Types of serials</i>						<i>Row Total</i>	<i>Chi-Square</i>	<i>d.f.</i>	<i>P-value</i>
	<i>ML</i>	<i>RT</i>	<i>FB</i>	<i>WE</i>	<i>SO</i>	<i>OT</i>				
Illiterate	3 8.8%	5 14.7%	24 70.6%	0 0.0%	2 5.9%	0 0.0%	34 100.0%	32.25	25	0.15
Primary	3 6.1%	9 18.4%	32 65.3%	2 4.1%	3 6.1%	0 0.0%	49 100.0%			
Secondary	4 3.9%	30 29.4%	60 58.8%	3 2.9%	3 2.9%	2 2.0%	102 100.0%			
UG/PG	4 4.1%	34 34.7%	53 54.1%	3 3.1%	4 4.1%	0 0.0%	98 100.0%			
Professional	0 0.0%	9 75.0%	3 25.0%	0 0.0%	0 0.0%	0 0.0%	12 100.0%			
Technical	1 20.0%	3 60.0%	1 20.0%	0 0.0%	0 0.0%	0 0.0%	5 100.0%			
Column	15	90	173	8	12	2	300			
Total	5.0%	30.0%	57.7%	2.7%	4.0%	.7%	100.0%			

*ML-Mythological, RT-Romantic, FB-Family based, WE- Women's Empowerment, SO-Spiritual Oriented, OT-Others.
26 cells (72.2%) have expected count less than 5. The minimum expected count is .03.

The above table reveals that the rural women's educational status and their favourite Television serial genres. The Chi-Square value is 32.25 with 25 degrees of freedom. The P-value is 0.15 which is greater than 0.05, the null hypothesis is accepted at 5% level of significance. In this study, based on the educational status of rural women, 70.6% of the uneducated, 65.3% of the primarily educated, 58.8% of the highly educated and 54.1% of the graduates were preferred were preferred to family-bonding serials. However, 75% of professionally qualified and 60% of technically qualified women were preferred romantic serials, while overall 57.7% of rural women in Tiruchirappalli district were preferred more importance on family bonding mega serials.. Therefore, we conclude that there is no significant association between the respondents' educational status and their favourite TV serial genres.

Chapter- V

CONCLUSION

Chapter- V

CONCLUSION

Women in urban areas have lot of opportunities to indulge their entertainment. Rural women have very little access to entertainment, so they depend solely on Television for their entertainment. Serials play a very important role in television. In particular, serials have become most popular among women. Many women become addicted to watching TV serials. Today's women compare the television serials to a part of their lives, not just an entertainment programme. Thus, they are more likely to be affected mentally and physically. The effects on women in a home are likely to affect the entire family. Housewives are more likely to be affected by TV serials than working women.

Through this study we found that the rural women of Tiruchirappalli district kept themselves in a narrow-mindset that their entertainment is only TV serials. Usually in TV serials, a good woman is portrayed as naive, sacrificing with an idealized habit. In contrast, a bad woman is portrayed with elements of revenge and wickedness. Exclusively, the women are portrayed as the main villains in Tamil TV serials. Web serials go one step further than TV serials, portraying women as visual objects and denigrating femininity. This is likely to mislead the younger generation. It is noteworthy that ancient Tamil literature and epics have praised women and feminism. They respected feminism and paved the way for a better egalitarian society. Misrepresentation of women in television / web serials claiming to be entertainment is anti-feminist, reprehensible and should be strictly prohibited. State and Central governments should take action to censor the TV / web serials such as Movies. Tamil Nadu and Indian Governments will set a good example to other part of the world when such a wonderful initiative is implemented. Television network companies should also come forward to give more importance to women's admirable programme. Rural women should realize that TV serials are an obstacle to their progress and life, engage them in self-employment and try to elevate themselves through positive thinking by reading newspaper and going to library.

Young researchers should come forward to explore what kinds of TV shows can create as an alternative to TV serials and web serials to promote social advancement and defend the dignity of femininity.

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APPENDIX

Questionnaire

IMPACT OF TAMIL TV SERIAL OF RURAL WOMEN - A CASE STUDY OF TIRUCHIRAPPALLI DISTRICT

I. Personal information:

1. Name of the village: _____

2. Name of Taluk:

- | | | |
|--|-------------------------------------|--|
| <input type="checkbox"/> Tiruchirappalli | <input type="checkbox"/> Mannaparai | <input type="checkbox"/> Lalgudi |
| <input type="checkbox"/> Thuraiyur | <input type="checkbox"/> Musiri | <input type="checkbox"/> Thiruverumbur |
| <input type="checkbox"/> Srirangham | <input type="checkbox"/> Thottiyam | <input type="checkbox"/> Manachanallur |

3. Age:

4. Marital status:

- ☐ Married ☐ Unmarried ☐ Divorced ☐ Widow

5. Educational qualification:

- ☐ Illiterate ☐ Primary School ☐ High/Higher Secondary
☐ Graduate/ Postgraduate ☐ Professional (Medical/BL/etc.)
☐ Technical (Diploma holder/ ITI/etc.)

6. Occupational status

- ☐ Student ☐ Govt. Employ ☐ Pvt. Employ ☐ Wagers
☐ Retired ☐ House wife

7. What is the occupation of your Father/ Husband/ Guardian:

- ☐ Student ☐ Govt. Employ ☐ Pvt. Employ ☐ Wagers
☐ Retired ☐ Service

8. Monthly family income (in Rupees.): _____

II. Media Exposure with Special Emphasis on Television:

9. Where do you watch T.V?

☐ Home ☐ Work place ☐ Other's house ☐ Panchayat TV

10. What type of connection do you have to watch T.V program?

☐ TAC ☐ Sun Direct ☐ TATA Sky ☐ Reliance
☐ Airtel ☐ Mobile Phone ☐ Other _____

11. How many days do you watch T.V in a week?

☐ Rarely ☐ 1-2 days ☐ 3-4 days ☐ 5-6 days
☐ Weekends/Holidays ☐ Daily/Regularly

12. How many hours do you spend daily on watching T.V?

☐ 1-2 hrs ☐ 3-5 hrs ☐ 6-8 hrs ☐ More than 8 hrs

13. When do you watch T.V?

☐ Forenoon (6am-12noon) ☐ Afternoon (12noon- 4pm)
☐ Evening (4pm-8pm) ☐ Night (8pm-12am) ☐ Whole day time
☐ Whole night time ☐ Uncertain ☐ Leisure Time

14. Do you watch T.V more on Sunday/Holiday than other day?

☐ Yes ☐ No

15. What is your choice of watching T.V programmes?

☐ Random ☐ Selective ☐ Both random and selective

16. With whom do you like to watch T.V programme?

☐ Alone ☐ with family members ☐ with friends

17. What type of programme do you like most?

(Rank in order of your preference on scale of 1 to 10)

Serials	
Movies	
News/Current affairs	
Reality show	
Music	

Documentary	
Education	
Comedy	
Fashion	
Sports	

18. Please mention how many channels do you watch?

☐ 1-2 ☐ 3-4 ☐ 5-6 ☐ More than 6

III. The impact of Television serials:

19. What kind of serial do you like most?

☐ Mythology ☐ Romance ☐ Family Bonding
☐ Women's Empowerment ☐ Spiritual ☐ Others

20. Which of the channels do you prefer to watch most serials

(Rank in your order of preference on scale of 1 to 10)

Captain TV	
Colours TV	
Jaya TV	
Kalaigarnar TV	
Polimer TV	

Raj TV	
Sun TV	
Vasanth TV	
Vijay TV	
Zee Tamil TV	

21.Among the T.V serial, you know of, write down the names of 3 best serials that you don't miss.

(1)_____

(2)_____

(3)_____

22.Why do you like those particular serials? Give one line statement for each (Specify any one of the options in Q.No:19)

(1)_____

(2)_____

(3)_____

23.Do you try to follow the designs of costumes from watching these serials?

☐ Always

☐ Sometimes

☐ Rarely

☐ No

24.At the time of watching favourite T.V serial if your mealtime clashes with it what do you do?

☐ Don't miss the T.V serial

☐ Watch the repeat telecast

☐ Miss the T.V Serial

25. T.V serials promoting: (*Give only*)

<i>Impacts</i>	<i>Extreme</i>	<i>High</i>	<i>Moderate</i>	<i>Low</i>	<i>No idea</i>
To indulges in Joint family life					
Strengthen family relationship					
To emerge Social system					
To represent your day to day life					
Greatly help with Social life					
To change your lifestyle					
To protect Women's welfare					
To imitate real life your real life character					
To promote yourself in household activities					
To lead psychological well-being					
