

CHAPTER – V

Findings and Conclusion

From the analysis of the data, we can very easily find out the importance of television programmes in the common interest of rural women. The state of Haryana has been under the influence of television for quite a long time and hence, the preference and pattern of television viewing by its rural women need not be surprising. The sporadic nature of television viewing is visible from data and the major finding of the study has been presented in chapter- IV. Besides it, it has a scope for having the imperial experiences of the researcher to explore the subject in a descriptive manner.

It has been seen that the frequency of viewing television goes up quite high and majority of the respondents almost seven out of every ten, watch the television programme regularly. One fourth of the sample size watch television frequently. Hence, viewing television programmes has become very popular among every section of rural women of Haryana irrespective of age, qualification and occupation. Infact, the rural women of Haryana counts watching television as one of their major habits.

When it comes to the specification of timing It is evident that more than half (53 percent) of the rural women devote 1-3 hours on an average for television viewing. However the heaviest viewers of television constitutes only 10 percent of the entire sample size. The classification establishes that the young rural female, House wives and qualification wise matric passed women are the heaviest viewer of television programmes in all the categories. So, it is clearly visible that the young women and particularly those who prefer to stay back at home, caring and helping in the upbringing of their child and keep on supporting their families in agricultural and non-agricultural activities are the fond of television programmes most.

The prime objective of watching television of the rural women is get entertained only. Almost the approval of half of the viewer's certify this fact. That means getting entertained is their prime motive of watching television programmes. Only six out ten view a programme with perspective getting informed from television. Besides it, they also watch television with the purpose of reducing their stress, getting motivated from television programmes and cause of peer pressure because the people around are

watching it and they join to get accompanied by them only.

The most important component of the patterns of televiewing relates to various programmes which are exhibited on television. The respondents were asked to indicate their frequency that was the best barometer to reflect their likings for each one of the above programmes. In this way, the researcher could judge their preferences for the regular programmes on television. The response of the viewer's tell an interesting tale. However, it is almost a foremost establish fact that women are fond of Television serials. This strengthens the fact with highest score (63 percent). Most of them are also attracted towards the liveliness of reality Shows. But news and information programmes are not able to get much attention from rural women. Rest of the program choices are e.g. discovery and history, cartoons and sports programmes are the rarest viewed programmes. Hardly two or two out of ten, sometimes do watch it. Little more than one-half of them hardly watch discovery and historical programmes. Similar is the fate of cartoon programmes of children, even there was many who has not heard about it. From the above analysis it is very evident that serials, reality shows and news and informative programmes are most popular among rural women.

The respondents were also provided with five basic elements associated with the making of a programme. Out of these five options it came into forefront the story and the plot of a programme and background and ambience are responsible factors for binding the liabilities of its audiences to it, which got highest score. Portrayal of a character and Language and dialogues scored same and the luxurious lifestyle lived by television character got minimum attention of the women. So it is quite visible that the quality content of a programme is also a concern and one of the prime importance for a women when comes to study her choices. Secondly, the background and ambience are also the charm of attraction for her because she likes and enjoys watching the socio-cultural environment of her own society on television screen.

Most of the women feel comfortable to some extent while watching television and others are completely comfortable. It is a good indication that she enjoys her television viewing with paying full attention to their programmes. In fact, it has come into the notice of the researcher that they pre-plan their all the household activities as per the timings of their programme to be telecasted and need no disturbance from outside whether it comes in form of their family liabilities even.

Programme specific preference, is one of the most important response of the respondents projecting their patterns of viewing, which is all about their first choice of favourite programme telecasted by television. Not very surprisingly, the enthusiastic responses of the rural women gave a strength to the findings in which they were asked about the types of programmes they prefer to watch and television regular soap operas topped this list gracefully with 63 percent of the total responses. The study proves that Indian women love to watch television serials beating every genre of television programme behind.

The second fact, established by the present study is all the top most viewed and liked television programmes, which are serials obviously are portraying a story plot of a woman struggling to find her own identity in the roles of Jodha, Sandhya, Aanandi, Simar, Archana and Gopi and many more and somewhere the rural women viewers find a connection between them and their own world. The moral, enthusiasm, charisma and never to give up attitude of all the leading female characters of these serials is most prominent factor responsible for their popularity. Whereas they have some inclination towards news and informative programmes also for keeping their selves updated in the midst of this competitive world today. Further, it also came into light that rural female folks of Haryana like to watch sitcoms, dance, music and drama based reality shows, re-make of theme based programmes like crime, sports, mythological serials, spiritual sermons and health programmes also.

While analyzing the reason given by rural women respondents of liking their favourite programme, the researcher found a very balanced view segmented in various options provided with them. Story background and plot and the portrayal of their favourite character were the biggest elements while liking a programme based on a quite familiar dramatized socio-cultural environment presented in the programmes. And having attracted towards the lifestyle, careless but responsible attitude, strong decision making and beautiful portrayal of their favourite character are the reasons of liking these female characters shown in daily soap operas most. Besides it, the overall content, environment and presentation of different personalities impeccably are justifiable reasons for getting inspired by such programmes, to its true sense. However, since the

prime motive of viewing television is still getting entertained but somewhere television programmes leave a scope for being inspired for the rural female folks of Haryana.

The findings analyzed from the projection of the data general view of the majority of the rural women about their choices and preferences about various people found on small screen regularly. As it is clearly looking at the list that all the favourite characters of women come from television serials only and Sandhya of Diya aur Baati Hum and Aanandi of Baalika Vadhu are also in the top priority list of women viewers gives a brief identification of the recent trend that young female characters in television programmes are more liked and loved by majority of the rural women. Further Jodha a leading female character of a historical soap opera is the first choice of the rural female television viewers. It is also evident that rural female viewer's get attracted by the beautiful attires and make-up worn by their favourite characters, which they try to imitate in their lifestyle.

Of course, reason being they have some common grounds to share with each other this has a concern with their continuous personal struggle with life, emotional and rational appeal vibrated by these characters building the basis of a bonding between both. However, characters played by male actors are also valued on the basis of their gentility and strength of character they are showing today but female viewer's liking towards them is quite subjective and differs from case to case. Surprisingly, 11.5 percent of women view these programmes due to keen interest in story/plot and background even if they do not like any of the character from television programmes.

If we talk about that how real is the phenomena of society, life and different characters played shown in television programmes then the rural women have their judgement based on thoroughly understanding of the life they are leading and observing around. They hardly agree that the lifestyle, story and dramatized situations visible on the screen of television are completely real. Although they give some ambiguous assent on this issue saying that as the prime objective of the television is to entertain the masses so it is quite obvious that there must be some fictional content to be shown to make the viewers glued to the screen. The strongest viewpoint they gave while getting interviewed off the record that the luxurious lifestyle, attire and make-up

of women wearing all the times is not at all a true fact in the real life. So, everything which is shown on television screen cannot be claimed as true to their own senses too.

It is very interesting and intrinsic thing to know about the behaviour of women residing in rural areas towards the rural life portrayal in television serials. However, it has cleared from the analyzation of present study that rural women of Haryana like to watch regular soap operas and those who are based on a rural or a tradition background of the society but do they really find this rural on screen phenomena considerable when it comes to be compared with their own society? Do they find any similarity between the onscreen life of a rural women and theirs? Does the rural society based programmes are able to pick the nerves of these rural folks? This was the perspective of the researcher based on the hypothesis of present study while studying this issue.

After analyzing the data and empirical experiences it has been concluded that the satisfaction of rural women in terms of rural life based programmes is quite subjective and manipulative. Majority of the rural women of Haryana are satisfied with the fact but not completely as they choose to consider their personal life experiences and bank upon their intuition more than any television programme. That means they find these programme worthy enough of enjoying and seeking entertainment but not mesmerized by everything shown on small screen blindly.

There are few terms in research which are subjective and hard to define while analyzing the data such as the level of 'Happiness' and 'Satisfaction'. However, these terms can be described after having an informal interaction with the respondents based on empirical study of the subject. When it comes to the level of happiness and satisfaction of the rural women while watching television, it has come into limelight that apparently they are happy with what is being shown on television and satisfied with their own viewing behaviour. They like the issues being discussed, theme and story plot, portrayal of a strong character of a women, dreamy world around them and the luxurious lives presented in various programmes. No doubt, they condemn the conspiracies and conflicting attitudes of grey shade character but admit that the story cannot move further without these twisting incidents. It is also noticeable that a particular age group of rural women segmented from 70-85 are not satisfied with the content of television programmes as according to them today these programmes are

creating an chaotic environment which has an potential to spoil young minds with showing a fictional world around. This perspective of aged women could be true to some extent indeed but somewhere it is related with the age old philosophy of 'Generation Gap' between the people belonging to different age groups. But this viewpoint does not count much as the women of thisgroup constitute only almost 9 percent of the entire universe. Altogether, the rural women of all the ages feel almost happy and satisfied with the television programmes.

The segmentation of different programmes by rural women is totally based on their own interest in watching it. However, there are other factors also which affect her viewing behaviour of a specific programme like the quality of the content of the programme, availability and peer pressure. But is not prevailing most of thetimes. Of course, in this category quality of the content of a programme is also a decisive variable due to her intention of seeking information and motivation e.g. culinary skills based programmes are the best example of it. But it has been found after the study that their interest and availability of time are the most dominating factors universally. Peer pressure or helplessness of switching a channel are the issues which can be managed after some time. But generally, they never compromise when it comes to the programme of their interest, interestingly.

The language of a programme carries the face value which sets a parameter defining the quality of a programme. In the present study it has become clear that the most of the rural women of Haryana have no issues with the language used by television programme today. However, they find it quite interesting, emotional and empathetic and consider it a great reason of liking a specific programme. If we analyze this fact further the reason behind this conclusion could be that television regular soap opera are the first choice of the rural women, which is based on rural and traditional background generally. A very less number of violent and obscene content is shown in these programmes because they are meant for family shows. So, obviously rural women must not have any issues in this regard since they come from a tradition and conventional society like Haryana's. The dialects interestingly used in the serials these days pull her emotions.

Such as finding out a reason of liking and start watching a programme reflects the television viewing behaviour of an individual, in the same way sometimes, suddenly stop watching a programme also gives an idea about the television viewing habit of the viewer. While looking out for the answer lack of time found the biggest reason for suddenly stop watching a programme, which has nothing to do with the quality of a programme. But, if we look out for the second reason that is downgrade in narratives, after analyzing its data, it becomes clear that there is always a reason between the regular viewing of a programme and the quality of its narratives. If there is a downgrade in it then there is a class of women who stop watching it gradually.

The years long continuation of broadcasting a programme also makes it boring and monotonous, which is also a reason that harms the reputation of a specific programme among regular viewers. But there is a class of women who are the loyal viewers of a programme, no matter they are very few in numbers but if they find the programme worthy of watching they manage their time and work accordingly and stop watching it only when the premiering channel stops it sending it on air.

In this study rural women were given with a hypothetical question which television programme they would like to watch again? And with the analyzation of data an interesting came into forefront that almost four out of every ten women have no choice, means they do not want to watch any already viewed programme again in their lifetimes. That means they feel no emotional or personal association with any of the programmes they view. Moreover, rest of the women have an inclination towards mythological story based programmes and they want to watch Indian Television's most popular programmes ever that is *Mahabharata* and *Ramayana* again. Many have shown their loyalties towards Zee TV's old and popular soap opera *ChotiBahu*. However *Jodha Akbar*, *Diya aurBaati Hum* and *BaalikaVadhu* are again their first three choices of the running programmes they would like to watch again in future.

When the respondents were asked about the people they watch television with family and kids are their first companions of Television watching time. Almost 20 percent of the women watch television alone and almost ten out 1 out of every ten enjoy their TV time with either friends or spouse. That means, they are surrounded with family or kids most of the times while watching television and their favourite place to

watch it is home only. There must be this reason behind it that most of the heavy viewers of television programmes are homemakers and keep on watching television while accomplishing household chores. That's why sometimes they switch to see the programmes of other people's choice also. And ultimately, it affects their viewing behaviour e.g. watching cartoon programmes to enjoy the company of the children, sports programmes to accompany husband or any male family member around.

The present study establishes a trend in terms of studying frequency of watching advertisements. Previously, it was assumed that women especially rural do not have much interest in watching advertisements. But with the analyzing the data it has become clear that more than half of the rural women of Haryana watch advertisements with various interests. And another almost half has some special kind of irritating motion against advertisements as they consider it as a distraction from watching their favourite programme, cause of advertisements they generally do not get back to the running programme again. But on the other side, those who watch advertisements have a keen interest in either watching their favourite running programme or in advertisement with their own reason.

The television viewing pattern of rural women in terms of future trends expected by the viewers. It is clear after analyzing the facts that more than half of the respondents do not want any change in their favourite programme, they are satisfied with what they are watching regularly. Whereas the biggest change they expect in changes in the story plot. Most of the women want change in the behaviour of grey shade characters and expect them to be as good in favour of their favourite characters as possible.

After this, they are showing an interest in changing behavioural pattern of the leading pair of the serial towards each other and wish to see them as a complimentary pair. Almost one out of every ten women respondent suggest some improvements in the quality of their favourite programme, 'Quality' denotes here as providing a better environment for flourishing the society in the form of non-violence, good family relationships, no use of abusive language, no conspiracies against each other, improvement in the standard of living of the female characters and so on.

Almost, every respondent who is seeking for a change in goodwill of the society. Besides it, few of them have a problem with the timings of the programme, which they want it to be changes suitable to their household chores e.g. during prime timings from 7-9 p.m. they find it quite hectic waiting for their favourite programme till late night timings sometime at 10.30 or 11 p.m. Way of Presentation is also another subject for future changes as many of the respondents have fed of watching females wearing luxurious clothes and make-up all the times. Now, they want them to be simplified as possible and wish to see their own reflection in them. So, the expectation of the rural women is quite high with their favourite programme and still half of them are satisfied with the quality of television programmes.

Television content effect studies have been always associated with television viewing studies in terms of its impact on the lives of its viewers. In this study, the researcher has already reviewed many content effect studies in the review of literature section already. Moreover, to assess the television behaviour of the rural women thoroughly the effects and the implications of television programmes were also analyzed.

And after summarizing the data it has been observed that rural women get affected by the impact of television programmes positively as well as negatively both. But positive impacts in terms of getting guidance from time-to-time in decision making regarding family matters, child care, education, budgeting, managing home and improvement in the quality of family life are more visible than negative effects. But when it comes to the family relationships and environment according to the three women out of every ten finds television responsible for spoiling family life of the people. As women devote more time to watching television than concentrating on child upbringing and home management. It is also noticeable that the rural women of the age group 55-70 and 70-85 are more inclined towards negative effects of television on their family lives than young respondents.

Thus, the present research study successfully support its hypothesis that television has become an integral part of rural women's daily life. And it has found after analyzing the data that young rural women, belonging to age group 25-40, housewives and qualified till matric are the heaviest viewers of television programmes.

Undoubtedly, television serials are their first choice among all the programme formats and they prefer to watch a programme on the basis of their liking towards its story-plot and background-ambience. Nevertheless, they are fascinated by the charm of luxurious lives lived by women on television and they want to follow their lifestyle personally but simultaneously, they use their own intuition and justification when it comes to the reality of life. They view traditional background based serials like Jodha Akbar, Diya aur Baati Hum and Baalika Vadhu most cause of having a feel of connectedness with the ambience of the programme. Certainly, they are impressed by the characters played by strong, assertive, composed, compassionate and struggling young women in television programmes and view them as their role models while taking a decision about their own lives.

However, most of them are satisfied with their behaviour of television viewing and quite happy with what they are watching on television screen. But a majority of rural women viewers want to raise their voice against misinterpretation of female figures, violence, abusive language and dramatization of family relationships in television programmes for creating an environment of understanding between people belonging to various socio-cultural backgrounds. They admit that they have become more social and popular as well after viewing television and television help them taking decision on various issues related to her family life. Ultimately they prefer to view television programme among family members and want to enjoy their televiewing with a pleasant environment with her family only. So, television is purely source of entertainment for her which make her feel happy in the midst of harsh realities of life and keep her spirit up for looking out for something worthy of watching quality content in the form of television programmes.