



ISSN: 0976-3031

Available Online at <http://www.recentscientific.com>

International Journal of Recent Scientific Research
Vol. 7, Issue, 11, pp. 14283-14285, November, 2016

**International Journal of
Recent Scientific
Research**

Research Article

URBAN WOMEN AND TELEVISION PROGRAM PREFERENCE: ANALYSING THE PARAMETRIC CHOICE OF TELEVISION PROGRAMS BY URBAN WOMEN IN CHENNAI

Ashima Jose¹ and Sree Govind Baratwaj.S²

¹Nehru School of Architecture, NGI, Kuniyamuthur, Coimbatore, Tamil Nadu - 641008

²Department of Journalism & Mass Communication, Periyar University, Salem, Tamil Nadu - 636 011,

ARTICLE INFO

Article History:

Received 16th August, 2016
Received in revised form 25th
September, 2016
Accepted 23rd October, 2016
Published online 28th November, 2016

Key Words:

Television, women, preference, medium,

ABSTRACT

Television in India started through the SITE experiment which was collaborated jointly by NASA and ISRO as a test measure to gauge about the prospects of Cable television in India in 1975. Television then became synonymous with the people at large thanks to the central governments' initiative of telecasting agricultural and educational programs. The programs were a success and then people began to have a fondness for Television. The effectiveness and impact of the program led to tremendous growth of TV sets and the increase in popularity of Television in India. As years progressed, there were various categories of programs that were introduced. After around two decades of the state ownership, the private players came into existence of TV shows and greatly increased the reach and popularity of various shows of varied genre among the masses. This research study aims to explore the television shows preferred by the users and to find out the popularity of various TV programs. The study will also seek answers in finding out about the preference of users in watching TV and TV shows. The researchers have used quantitative research approaches to elicit response from the respondents.

Copyright © Ashima Jose and Sree Govind Baratwaj.S., 2016, this is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution and reproduction in any medium, provided the original work is properly cited.

INTRODUCTION

Television

The first major expansion of television in India began in 1972, when a second television station was opened in Bombay. This was followed by stations in Srinagar and Amritsar (1973), and Calcutta, Madras and Lucknow in 1975. In 1975, the government carried out the first test of the possibilities of satellite based television through the SITE ((Satellite Instructional Television Experiment)) program. For the first 17 years, broadcasting of television spread haltingly and transmission was mainly in black & white. By 1976, the government found itself running a television network of eight television stations covering a population of 45 million spread over 75,000 square kilometres. Faced with the difficulty of administering such an extensive television system television as part of All India Radio, the government constituted Doordarshan, the national television network, as a separate Department under the Ministry of Information and Broadcasting.

Television programs and Users

In the past few years Television has seen the upward growth trend with innovative technologies being deployed by broadcasters. Of the modern day inventions, the advent and

spread of television channels across the globe has subtly changed the contours of social relationship. The literature on the effects of TV viewing are less. Very few studies are done in Tribal district like Khammam, where people from all social category come together for their education.

REVIEW OF LITERATURE

Television Impact and Viewing

Television is considered as an electronic carpet which seems to transport millions of persons each day to far off places (Trivedi, 1991). It is relatively a new medium that has made its impression on every aspect of mundane life. It is bouncing its signal on space satellites and uses oceanic cables to transmit live telecast to its beneficiaries. This electronic medium ensures its visibility without any global discrimination. It is reported that television made its visibility some more than sixty years ago. People were not only sceptical about it, but were also jealous, unkind and even hostile. Over a short span of time, however, it emerged as a remarkable medium of communication, entertainment and education. It needs to be mentioned that it found its space in all countries of the world and has transformed our planet into a 'gigantic electronic village' bringing various people and continents close (Bushan, 1992). Over the years it became a central dimension of our everyday activity and in our country it has grown at a

*Corresponding author: Ashima Jose

Nehru School of Architecture, NGI, Kuniyamuthur, Coimbatore, Tamil Nadu - 641008

phenomenal pace. In India, television was introduced 25 years after its invention and 30 years after its inception through Government efforts to introduce public service broadcasting. The idea was primarily education and access to rural population. Today, average Indian home has cable and satellite access and the viewer gets information from local, national and global networks. The sheer number of channels gives him options of multiple natures.

Women and Popular Television shows in India

Madhusudan, K. (2006) in his study suggested that traditional media are local and are able to establish direct rapport with the audiences. They are low cost media as compared to the sophisticated mass media. Mohanty B. B. (1995) suggested that agricultural extension, health education, population education, rural development and public information through the use of modern mass communication media have become more popular for the use of the rural urban masses.

RESEARCH METHODOLOGY

The methodology employed in this study is one of a quantitative nature and takes the form of survey method. Hence the researcher confined the research into the quantitative content analysis using SPSS technique for this study with sample size 250.

Objectives of the Study

The main objectives of the study are

- To find out how many hours' women watch television every day and every week.
- To find parameters that attracts women to watch a programs.
- To identify the regularity and time spent on watching television by women.
- To find out the kind of television programs that interests women.

Table 1 Age of Respondents

Age	Frequency	Percentage	Valid Percentage	Cumulative Percentage
18 - 21	1	.4	.4	100.0
21 - 25	10	4.0	4.0	99.6
25 -30	83	33.2	33.2	95.6
Above - 30	156	62.4	62.4	62.4
Total	250	100.0	100.0	

It has been found from that, the majority of respondents are above 30 years with 62.4%. The second majority of respondents belong to age group (25-30) years with 33.2%. Respondents in the age group between (18-25) years seem to be very less of just 0.4 and 4.0 %.

Table 2 Respondents preferred channel of Medium

Medium	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Cable	158	63.2	63.2	63.2
DTH	56	22.4	22.4	85.6
Internet	30	12.0	12.0	97.6
Mobile Apps	6	2.4	2.4	100.0
Total	250	100.0	100.0	

The preferred channel of medium by maximum respondents is cable television with 63.2%. The second most channel of

medium preferred by respondents is DTH with 22.4%. 12.0% respondents prefer Internet as channel of medium, the least preferred channel of medium by respondents were mobile applications with just 2.4%.

Table 3 Respondents preferred television programs

Programs	Respondents	Percentage
Serials	88	6.21
Song Clips	110	7.77
Comedy Clips	90	6.36
Comedy Show	95	6.71
Game Show	87	6.14
Talk Show	28	1.97
Reality Show	78	5.51
Cookery Show	50	3.53
Adventure Show	50	4.59
Cartoon Show	60	4.24
News	98	6.92
News And Debate	67	4.73
Cinema Based Program	76	5.37
Health And Beauty	50	3.53
Agriculture	45	3.18

It was found that the most interested TV shows preferred by respondents is Song clips with 7.77%. The next most interested TV shows preferred by respondents is news with 6.92%. Following this Comedy Shows occupies major interest among respondents with 6.71%. Comedy clips stands next to comedy shows with about 6.36% respondents' interest. The study reveals that song clips and news shows are the most preferred TV shows among the respondents over the other TV shows. Followed by comedy clips, serials occupies major interest among respondents with 6.21%. Game shows take away 6.14% of respondents' interest, following the major shows. Other television shows like reality shows, cinema based programs, news and debate, adventure, programs seems to be gradually decreases respondents interest with 5.51%, 5.37%, 4.37% , 5.59%.

Table 4 Respondents top categorised programs

Programs	Respondents	Percentage	Category
Serials	110	5.83	2
Song Clips	122	6.47	1
Comedy Clips	109	5.78	3
Comedy Show	105	5.57	4
Game Show	90	4.77	9
Talk Show	85	4.50	11
Reality Show	98	5.19	6
Cookery Show	96	5.09	7
Adventure Show	78	4.13	12
Cartoon Show	67	3.55	13
News	101	5.35	5
News And Debate	73	3.87	14
Cinema Based Program	89	4.72	10
Health And Beauty	70	3.71	15
Agriculture	94	4.98	8

When the respondents were asked to rank their favourite program, Song clips ranks 1st among respondents with 6.47% followed by Serials which was ranked 2nd by 5.83% respondents. Comedy Clips comes next with 5.78% respondents giving it the 3rd rank followed by Comedy Shows with 5.57% respondents giving it the 4th rank. News was the next with 5.35% respondents giving it the 5th rank and Reality shows comes next with 5.19% respondents giving it the 6th rank. The study shows that song clips and serials are the most ranked TV shows by the respondents than the others.

Table 5 Seeing a program twice a time

Seeing a program Twice a time	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes	96	38.4	38.4	38.4
No	154	61.6	61.6	100.0
Total	250	100.0	100.0	

When respondents were probed whether they watch the same program in TV, it was found out that that 61.6% respondents responded negatively that they do not watch the same TV program twice on the same day. 38.4% respondents responded positively that they watch the same TV program twice on the same day. Women doesn't show keen interest to watch same television programs twice.

Table 6 Seeing a Re -Telecast of Missed TV program

Seeing a Re- Telecast of missed program	Frequency	Percentage	Valid Percentage	Cumulative Percent
Yes	175	70.0	70.0	70.0
No	75	30.0	30.0	100.0
Total	250	100.0	100.0	

When respondents were queried whether they watch the re-telecast of missed program in TV, 70 % of the respondents replied in the affirmative that they watch the re- telecast of the missed TV programs. 30% of the respondents replied in the negative that they do not watch the re- telecast of the missed TV programs. Maximum Women prefer to watch re-telecast of missed TV Program, women show more interest in television shows, that they never miss their program at any cause.

CONCLUSION

Women shows more interest than men in spending time in television, sharing views towards programmes and recommending programmes to friends, family and others. As far as the age group of respondents are concerned, the majority of respondents are between (above 30 years) with 62.4%. From the above study, it can be inferred that there is wide popularity among middle aged women in watching television shows.

How to cite this article:

Ashima Jose and Sree Govind Baratwaj.S.2016, Urban Women and Television Program Preference: Analysing the Parametric Choice of Television Programs by Urban Women in Chennai. *Int J Recent Sci Res.* 7(11), pp. 14283-14285.

Also, women have claimed that the anchoring of the program, the background music and the theme of the program and their knowledge about the program host creates an interest to watch TV program. Women also are more likely to watch the same episode of the program on the same day twice on the same day. The study also revealed that the women are watching the missed episodes of their TV programs over the internet. Also, it has been found from the study that women share about the program which they like among to friends and family. They would also discuss about it with their close friends. The study reveals that the women also post positive feedback on the program and a section of women upload videos in YouTube when they like a program. The study unveils the existence and acceptance of television medium among women in Tamil Nadu, even in the midst of unparalleled development of new media technology in the contemporary situation. Similarly, women utilize new media to share and express their desired television related contents, there exists a bridging between new media and television, so does new media constitutes reason to the sustainability of television among young population, would really proposes scopes for further research development.

References

1. Bushan, C. (1992): Educational Communication by Television. BharatiaSkikshan. Vol.2, No.8. Bombay: S. CmelaMergh.
2. Madhusudhan, K. (2006): Traditional Media and Development Communication, Kanishka Publishers, New Delhi
3. Trividi, H. (1991). Mass Media and News Horizons Impact of Television and Video on Urban Milleiu, New Delhi: Concept Publishing Company.
4. Retrieved from http://shodhganga.inflibnet.ac.in/bitstream/10603/44782/1/11_11_chapter%202.pdf
5. Retrieved from Http://Centralspace.Ucmo. Edu/Bitstream/Handle/123456789/195/Okiring_Communication.Pdf?Sequence=1