

The perceptible impact of television on the women of urban slums, Visakhapatnam, Coastal Andhra Pradesh

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Abstract: *Television is said to be a small screen but the impact of it among the women is auxiliary. Everyone are aware of this but to the extent it could be is imprecise. Well, on this note, we are not in evaluation of target rating points of the programs in the very renowned private channels but to understand the inclination towards the segments of interest among the urban slums then and now. It has been the situation out of expectation but still throw light on the variance. The take of technology and availability fetch the effortless impact on the women from urban slum that signifies the entity.*

Key Words: *Television, Small screen, Electronic Media, Slums, Women, Technology.*

I. INTRODUCTION

Television is the telecommunication medium used for transmitting moving images in monochrome (black and white), or in colour and in two or three dimensions and sound. The term can refer to a television set, a television program or the medium of television transmission. It's a mass medium for advertising, entertainment and news¹. The history of television in India starts with the accessibility on September 15th, 1959 and the term Doordarshan (DD) came into existence as national television network of India. It was an astounding experience as with in the span of less than 50 years it would swathe more than 70 million homes and viewing population of 480million². The unique feature of combining audio and visual technology and serves multiple phases of entertainment, information and education³. The positive and negative impacts are distinctive among the viewers at alarming levels⁴.

Methodology:

The urban slums were selected for the sample population and the sampling was done in 10 slums, proceeding with permissions and grants from the local leaders. The announcement about interaction with the women in the slums was made with a questionnaire and duly filled up with their consent in the personal interviews in the period from August 2017 to December 2018. The population of 127 women were encountered and clearly interviewed to denote the socio-demographic factors along with the inclination towards television among them.

Table 1: Represents the Socio-demographic factors

Sl.No	Variable	Huddle	Number	Percentage
1	AGE	20-30	21	16.5
		31-40	34	26.7
		41-50	18	14.17
		51-60	29	22.8
		>61	25	19.6
2	EDUCATION	NIL	13	10.23
		Primary	59	46.45
		Secondary and more	55	43.3
3	OCCUPATION	NIL	32	25.19
		Daily Labour	15	11.8
		House maids	29	22.8
		Streetvendours	20	15.7
		Private	15	11.8
		Government	11	8.6
		Beggars	5	3.9
4	INCOME	NIL	32	25.19
		1500-2500	51	40.15
		>2500	44	36.6

Graphical Representation of Table:1

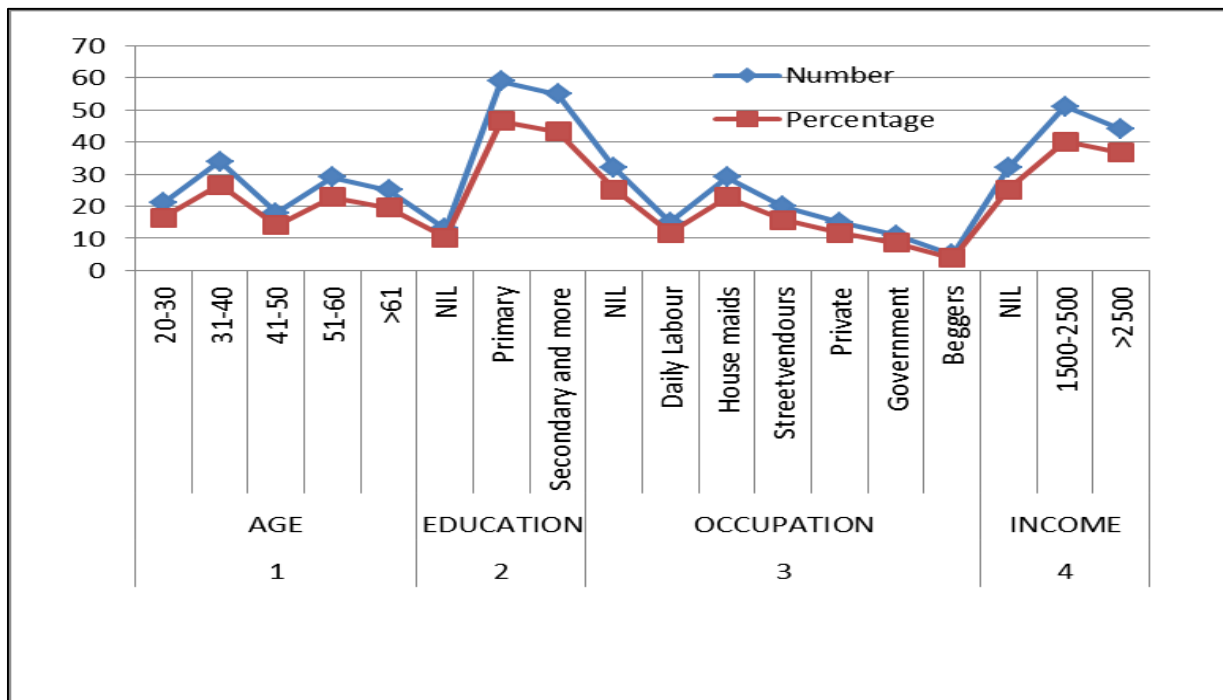
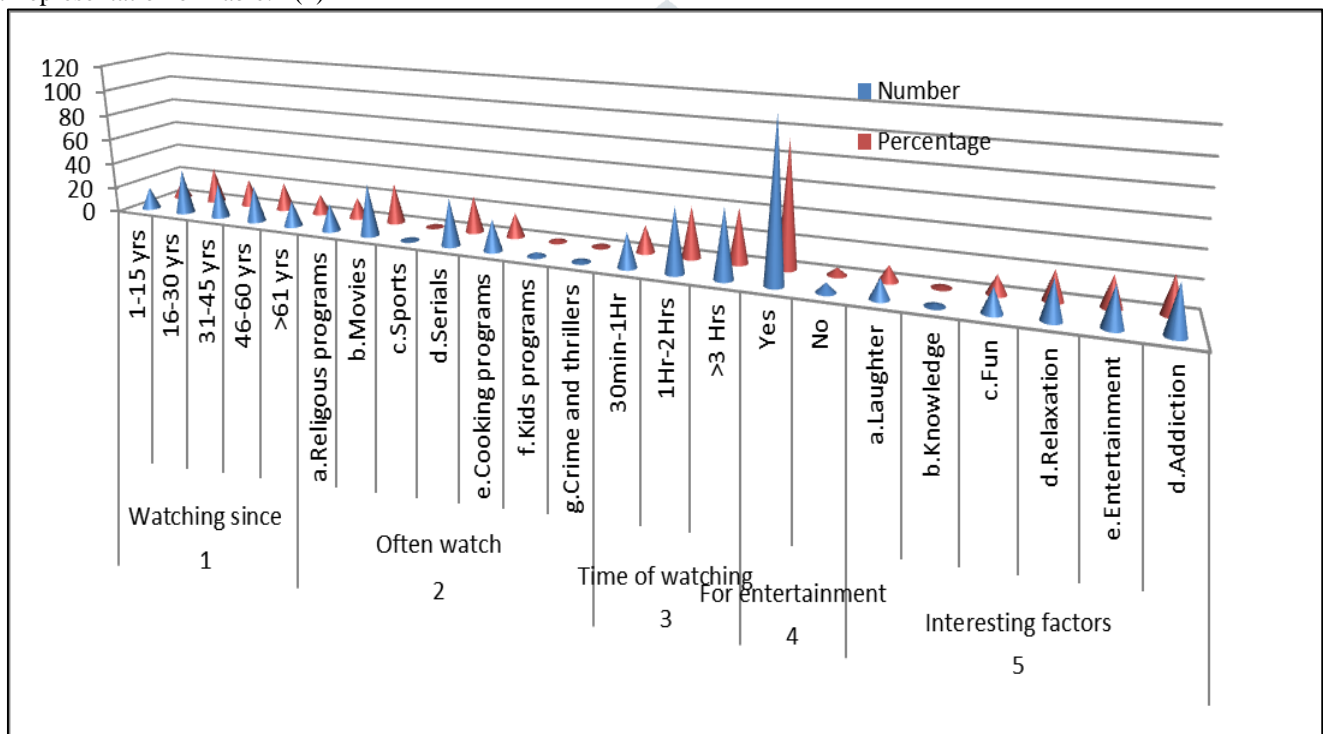


Table 2: Represents the impact of television on the women population of the urban slums

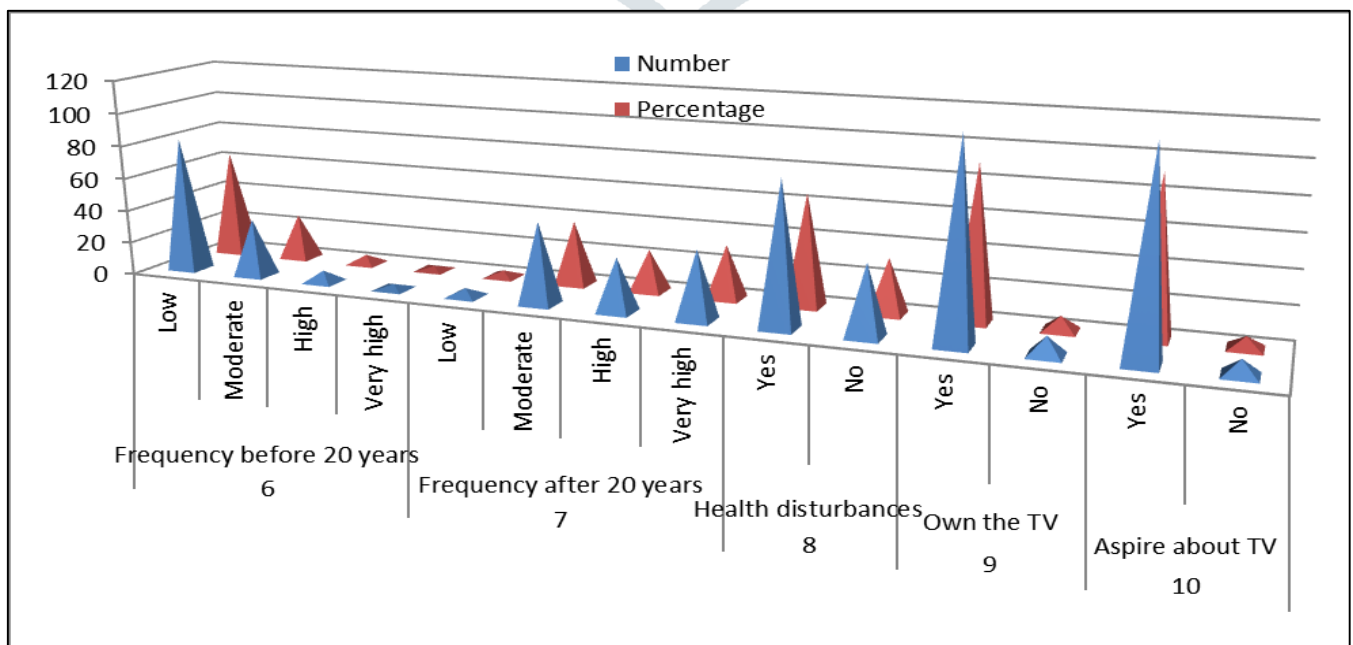
Sl. No	Variable	Huddle	Number	Percentage
s1	Since how many years they are watching television	1-15 yrs	17	13.38
		16-30 yrs	35	27.5
		31-45 yrs	27	21.25
		46-60 yrs	28	22
		>61 yrs	20	15.7
2	What do they often watch	a.Religious programs	21	16.5
		b.Movies	40	31.49
		c.Sports	1	0.78
		d.Serials	36	28.34
		e.Cooking programs	24	18.8
		f.Kids programs	3	2.36
		g.Crime and thrillers	2	1.5
3	How much time they spend near the television	30min-1Hr	26	20.47
		1Hr-2Hrs	49	38.5
		>3 Hrs	52	40.9
4	They spend time for entertainment	Yes	120	94.4
		No	7	5.5
5	What are the most interesting factors	a.Laughter	15	11.8
		b.Knowledge	2	1.5
		c.Fun	18	14.17
		d.Relaxation	28	22
		e.Entertainment	29	22.8
		d.Addiction	35	27.5
6	Before 20 years how frequent they used to watch television	Low	82	64.5
		Moderate	35	27.5

		High	7	5.5
		Very high	3	2.36
7	After 20 years how frequent they are watching television	Low	5	3.9
		Moderate	49	38.5
		High	32	25.19
		Very high	41	32.28
8	Have health disturbances	Yes	85	66.9
		No	42	33
9	Do they own the television	Yes	116	91.33
		No	11	8.6
10	Do they aspire about television	Yes	118	92.9
		No	9	7

Graphical representation of Table:2 (1)



Graphical representation of Table:2 (2)



Results and Discussion:

The population of 127 women were interviewed and their socio-demographic status was evaluated. The variables like age, education, occupation and income were considered.

The sampled population were 21 in number from 20-30 years, 34 in number from 31-40 years, 29 in number from 51-60 years 25 in number from 61 years and more with 16.53%, 26.77%, 14.17%, 22.83% and 19.68% respectively.

Education is factor that evaluates the individual's thinking process to an extent that shows as the illiterates from the sampled population were 13 in number with 10.23%. Highest were with primary school education with 59 in number with 46.45% and secondary school education with 59 in number with 43.30%.

Occupation of the respondents was also considered as to acknowledge the social aspects, where in 32 in number were 25.19% were without any occupation, 15 were daily labour with 11.81%, 29 were home maids with 22.83%, 20 were street vendors with 15.74%, 15 were attendees in private units with 11.81%, 11 were cleaners in government offices with 8.66% and there were 5 beggars with 3.93% among the sampled population.

Income was also considered to evaluate the socio-economic status of the sampled population. 32 out of the total respondents were with no income with 25.19%, 51 were earning between 1500- 2500 rupees with 40.15% and more than 2500 rupees were 44 in number with 36.64% among the total respondents. The questionnaire was framed to acknowledge the impact of television on the sampled population, the period of time they were watching television was considered, 17 were watching television between 1-15 years, 35 were watching from 16-30 years, 27 were watching between 31-45 years, 28 were watching between 46-60 years, and 20 were watching for more than 61 years with 13.38%, 27.55%, 21.25%, 22.04% and 15.74% respectively.

In spite of watching for years long they developed a continuous interest on their choice of attention like 21 were following religious programs with 16.54%, 40 were interested in movies with 31.49%, only 1 among all the respondents was interested in the sports programmes as she was a participant in kabaddi with 0.78%. Most of the women were inclined towards serials like 36 with 28.34%, and 24 were interested in cooking programmes with 18.89% and only 3 were watching kids programs like cartoons as of with their kids with 2.36% and last comes the crime and thrillers with only 2 in number and 1.57%. Many of them were inclined towards movies then serials, cooking programs and religious programmes.

The time they spent near television was also evaluated to understand the interest and choice of time. 26 among the respondents were watching for 30 minutes to one hour with 20.47%, for one to two hours 49 were watching with 38.58% and more than 52 were watching for more than 3 hours with 40.94% among the total respondents. They spend time for entertainment were 120 in number with 94.48% and 7 answered that they didn't have any interest or have not considered as entity of entertainment.

The most interesting factors that segregate the sampled population were for laughter, for knowledge, just for fun sake, relaxation, entertainment and addiction. Many a women were addicted towards television for their interests like serials and daily serials out of curiosity with 35 in number and 27.55%. Some believed that its only for entertainment and relaxation denoted with 29 and 28 in number and 22.83% and 22.04% respectively. Fun was also another reason for watching television with 18 in number and 14.15%. Now a day's several programmes are designed to have a complete episode of comedy and laughter. Therefore for gaining knowledge from television was only accepted by 2 with 1.57% out of 127 sampled populations.

The decades before the opportunity to own a television was only for few wealthy families and was far to think of among the slum dwellers and it was hard enough to own it. Therefore, the frequency of watching was also very negligible then. The comparison was observed among the sampled population just thinking about past and now. 82 remembered that they did not watch television much with 64.56% moderate were 35 with 27.55%. In those days ten were working in doctors and police officers house where in they had an opportunity to watch for more time rather, with excitement as they cannot avail it later. Therefore, 7 were denoted high and 3 as very high with 5.51% and 2.36% as the addicted respondents from the sampled population were then also, that made a wide variation.

Now the circumstances are varied, low, was denoted just among 5 with 3.93%, moderate watchers were more with 49 respondents and 38.58%, 41 respondents and 32.28% and now when compared to past times and now the frequency among them was denoted high in 32 respondents with 25.19%. This depicts the transformation of time and days that can never be denied.

Health was also considered in the broad spectrum and the major disturbances were discussed wherein 85 respondents said they had with 66.92% and 42 agreed that they were quite fine rather with 33.07%. To own a television was no less than a status symbol then, but now it's common and have equal significance that of minimum basic needs and commodities where in instalment payments are always quite amazing to the eyes of fancy.

It's very true, still there are so many that have aspiration towards television were elevated among 118 with 92.91% and only 9 did not have much of that notice. The significance of television is very much on the sampled population in regard the behavioural aspects and thought process of the women from the slum dwellers of Visakhapatnam.

Conclusion:

"It's a fact", is as common to speak about but the impact and intensity of it is never measured. The time through the decades has brought an immense transformation in all phases of life like never. The women population from urban slums are also no far from the crowd of changes altogether. The sampled population after personal interaction were pragmatic that television is also a part of their life. Most of the talks are always from the programs and also about them too. The impact of advertisements about society, health and environment were also quite

helpful for them to be aware of the veracity indeed, at the same time the intensity of the characterisations of the daily serials were no less influential on them and also on their behaviour that even ruins the oneness of families and life is substantial.

The very note is to understand that the impact of television is high on the urban slums women population as well, determining the interests and addictions towards several choices of curiosity.

II. ACKNOWLEDGMENT

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