

# A STUDY ON THE IMPACT OF FILMS AND TELEVISION PROGRAMMES ON CHILDREN IN TIRUCHIRAPPALLI

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## **Abstract**

Television is an easily available medium at every home in India. Variety of television programmes increases the viewership of the medium. The convergence of the television medium with other medium like mobile phone access using internet, viewing films and playing games had paved way to continuous access to the device. Film is a popular medium. Skillfully choreographed dances, music, aesthetic set with excellent cinematographic techniques, costumes, sensational plots and characters in the films have invited the attention of children and have given a rise to the popularity of films. Nowadays the access to films and television programmes are easily possible in the television medium. This study focuses on the impact of films and television programmes among children based on their demography. The influences of the socio cultural contexts, the range of pleasures and the meanings derived from watching films, in Tiruchirappalli is analysed.

Key words: Television, films, programmes, demography, children from 10 to 15 years of age.

## **1. Introduction**

Television is a medium that is suitable for any type of audience where continuous access to the medium is possible. Television acts as a device that keeps its audience believe its content and the message it delivers. The spontaneous delivery of information in the medium tries to increase and retain its viewership. The style of its content delivery is modified day by day that its viewership also increases rapidly. Film is a popular medium of mass communication which plays a significant role in shaping views, constructing ideas and reinforcing dominant values. Availability of films and programmes in television is also increasing rapidly. The films once released in theatres are easily being telecasted later in television within a short time span. Especially during festival occasions the newly released films are seen in television.

Children show their active participation in their regular access to the medium. Children not only access to the children based programmes but are more accessed to the General Entertainment Programmes (GEC) that are meant for the adult. Children are exposed to the adult based programmes based on their type of family. In nuclear family children are exposed to all types of television programmes that may not be suitable for their age which may not be possible for the children in joint family. The exposure of films and programmes in television will differ when the children are accompanied with their parents or elders. The influence of the peer group of the children gives an impact on the selection of television content. The present study is focused to find the influence of socio cultural impact and the co- parental viewing with the children.

## **2. Review of Literature**

The purpose of review literature is focused to understand the problem of the study through previously done studies. The exposure to television among children varies as they grow up. The selection of television content also differs based on socio cultural factors, economic factors, relationship with their family members and their peer group. Previous studies are analysed to find justification for the study.

According to Namita and Shailaja (1996) children with medium economic background were found to be light viewers when compared with the children of higher and lower economic background. They also found that the children who were lacked in parental care were more influenced by television.

Hagiwara et al., (1999) had opined that as the content of the local programmes lacked in research, production facilities, techniques and investment, the Asian people ranked and preferred to view foreign television programmes that included cartoons, sports and films. They also stated that these people also liked to view more of foreign animated programmes than the programmes produced in the local region.

In a study by Kamna (2000) it was found that the exposure of television on children influenced them to demand from their parents to buy the products they viewed on television. As stated in *The Tribune*, (2003), a study was conducted by the Department of Pediatrics, PGI Medical College, Chandigarh among 15,000 students in ten Government schools. The study was based on to find the link between media violence and subsequent aggressive behaviour. It was found that children who were exposed to violent programmes enjoyed to view more action and violence based programmes on the television and movies for a lengthier duration of time.

Dr. Harold Gladwell (2013) had found that parents have complained that the children who were exposed to more television lacked in helping their parents in household works. These children also had decrease in valuable activities and were less involved in activities that had encouraged their cognitive development.

### 3. Research Methodology

The study was based on Descriptive type of research. The data was collected by survey method adopted in quantitative study. The age group selected for the study was 10 to 15 years of age. The locale of the study selected was Tiruchirappalli. The place of residence of the sample included the children who resided in urban and rural areas of Tiruchirappalli. The sampling method adopted was simple random sampling.

The data was collected by using a well - structured questionnaire with closed ended questions and open ended questions as a research instrument. The sample size of the study was 250 children who constituted the age group as 10 to 12 and 13 to 15 years of age as two groups for the study. Based on the review of literature two objectives were framed for the study.

### 4. Objectives of the study

Based on the review of literature the study has framed two objectives.

1. To study the exposure of television programmes among children.
2. To analyse the demographic variables on the impact of films and programmes among children.

### 5. Limitations of the study

The study is limited to the age of children from 10 to 15 years. As the children above 15 have to undergo their board examination they are excluded from the study. Various studies have done on the exposure of television below ten years of age. So the study is limited to the age group from 10-15 years of age. The sensitive questions that provoked embarrassment to the sample of the study are excluded. As the schools from the district allotted very short duration to collect the data for the study, screening of films and programmes in television were avoided to support the study further.

## 6. Analysis and Interpretation

table 6.1 distribution of demographic characteristics

<b>Distribution of Demographic characteristics</b>			
<b>Demographic Characters</b>		<b>Frequency</b>	<b>Percent</b>
Age	10 – 12 yrs	121	48.4
	<b>13 – 15 yrs</b>	129	<b>51.6</b>
<b>Total</b>		<b>250</b>	<b>100</b>
Gender	Boy	113	45.2
	<b>Girl</b>	137	<b>54.8</b>
<b>Total</b>		<b>250</b>	<b>100</b>

From Table 6.1 Among 250 children more than half of the children (51.6%) belong to the age group of 13-15 years and 48.4 % of children belong to the age group of 10 – 12 years. Among the gender girls (54.8%) were more when compared to the boys (45.2%) for the study.

table 6.2 exposure to types of tv programmes

<b>Exposure to types of television programmes</b>		
<b>Types of programmes</b>	<b>Frequency</b>	<b>Percentage</b>
News	12	4.8
Comedy shows	114	45.6
Cartoon film programmes	135	54
Talk show	14	5.6
Reality Show	79	31.6
Serial	46	18.4
<b>Total</b>	<b>250</b>	<b>100</b>

From the above table 6.2 children like to view more cartoon film programmes (54%), followed by comedy shows (45.6%) and reality show (31.6%) than viewing serial (18.4%), talk show (5.6%) and news (4.8%).

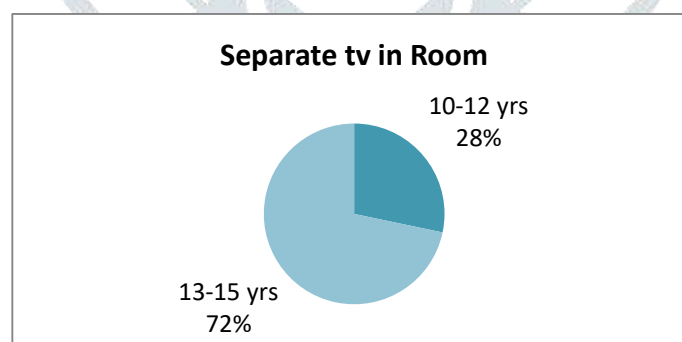


fig. 6.3 age and separate tv in room

From Fig. 6.3 it was found that 72% of children aged from 13 -15 years have television set in a separate room when compared to the age group 10-12 years. It is clearly understood that as children grow older they prefer some privacy in the choice of viewing television programmes.

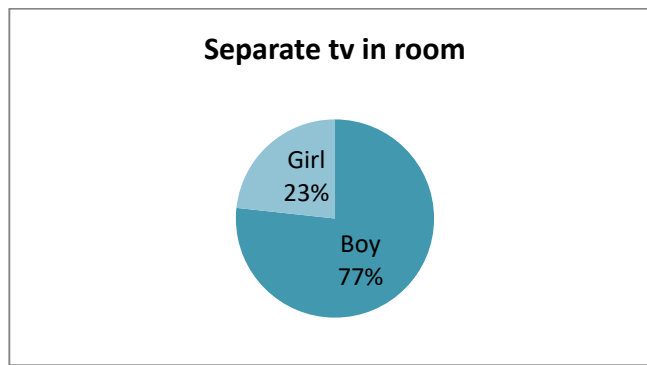


fig. 6.4 gender and separate tv in room

As shown in the Fig. 6.4 more than half the number of boys (77%) have separate television set in their room. Nearly one fourth of the girls (23%) only have separate television sets in their room. This shows that boys are free from restriction by their parents to have television set in a separate room.

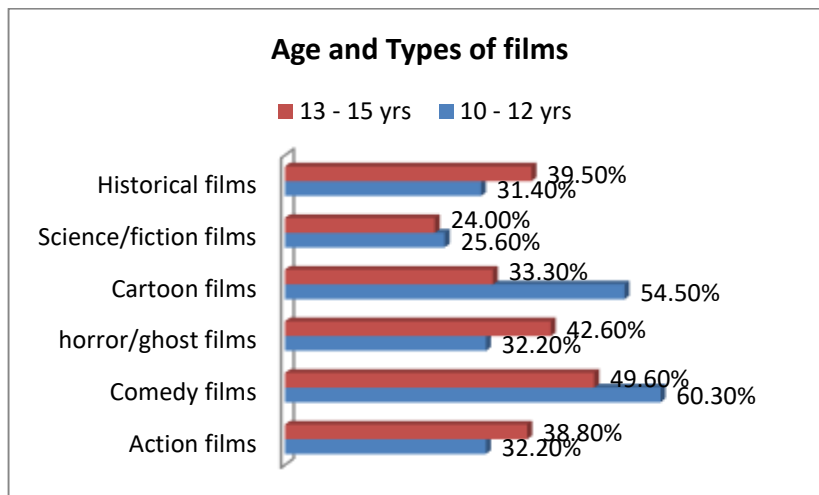


Fig. 6.5 Age and types of film viewing

From the fig.6.5 among the types of films the children aged 10 – 12 years view more of comedy films (60.30%), Cartoon Films (54.50%), and science / fiction films (25.60%). Nearly 49.60% of children of age group 13-15 years view comedy films, 33.30% view cartoon films and 24.00% view science/fiction films. Children of 13-15 years view more horror/ghost films (42.60%), historical films (39.50%) and action films (38.80%) when compared to the age group 10-12 years who view ghost films (32.20%), historical films (31.40%) and action films (32.20%).

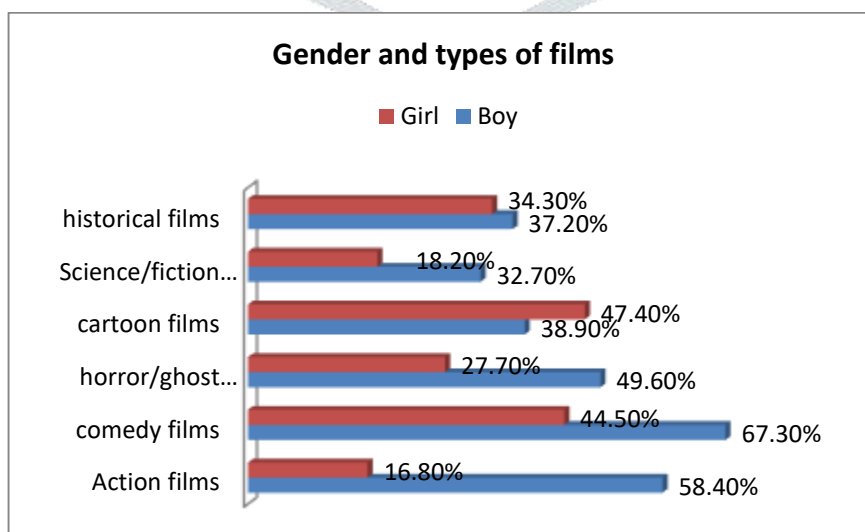


fig. 6.6 gender and types of film viewing

From the fig.6.6 when compared to girls the boys like to view more comedy films (67.30%), followed by action films (58.40%), horror/ghost films (49.60%), historical films (37.20%) and science/fiction films (32.70%) than the girls who view (44.50%) comedy films, (16.80%)action films, (27.70%) horror/ghost films,

(34.30%) historical films and (18.20%)science/action films. Girls (47.40%) like to view cartoon films than the boys (38.90%).

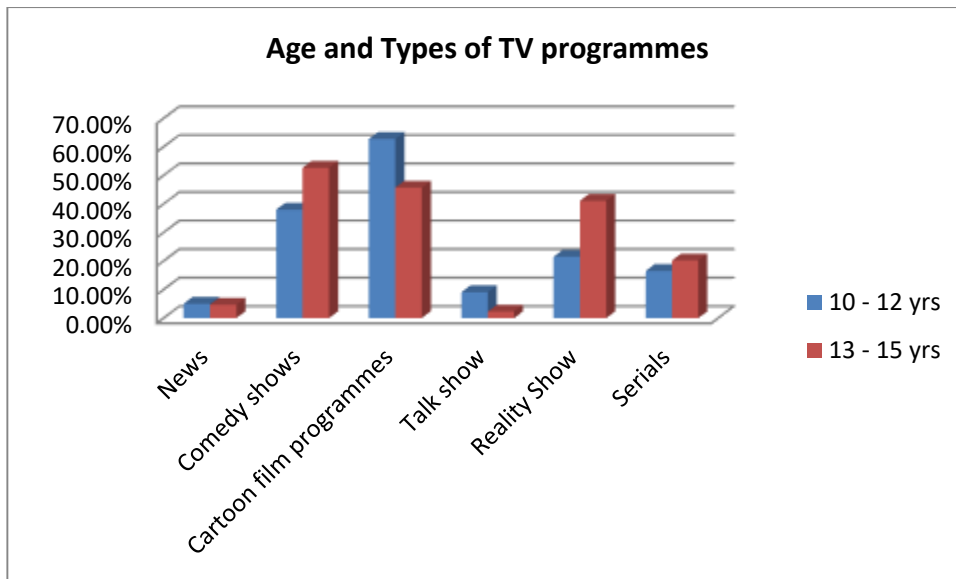


fig. 6.7 age and types of television programmes viewing

From the fig.6.7 more than half the number of children of the age group 10 – 12 years like to view cartoon film programmes (>60%), than the children of age group 13-15 years (<50%). More than half the number of children of the age group 13 – 15 years like to view comedy shows (>50%) in television programmes than the children of the age group 10 – 12 years who view comedy shows (>40%). Nearly 40 % of the age group 13-15 years of children view reality shows and less than 20% of the age group 10-12 years of children. Both the age groups view serials, talk shows and news for less than one fourth of the total number of children.

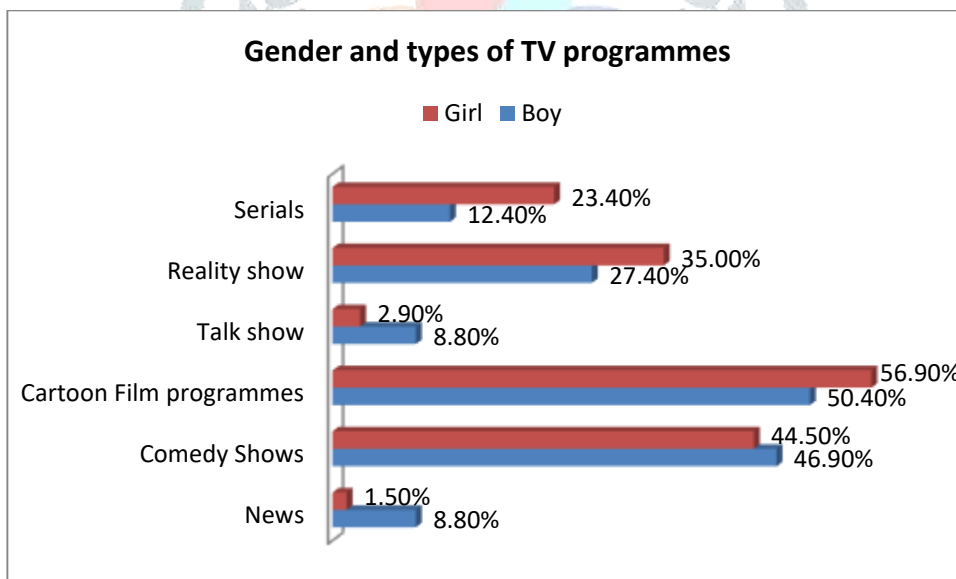


fig. 6.8 gender and types of television programmes viewing

From the fig.6.8 Girls like to view more cartoon film programmes (56.90%), reality shows (35.00%) and serials (23.40%) than the boys. Compared to girls, boys like to view more comedy shows (46.90%) than the girls (44.50%), Talk shows (8.80%) than the girls (2.90%) and news (8.80%) than the girls (1.50%).

## 7. Discussion

The analysis reveals that among the total respondents of 250 children in Tiruchirappalli the exposure to television between the age group of 10-12 yrs and 13-15 yrs the 72% of children belonging to the latter age group prefer to view television programmes in a separate room. This shows that as children grow older they seek for privacy and do not prefer to view television programmes with their family members. Among the gender and exposure to television programmes the boys (77%) have separate television sets in their room. This shows that boys would like to decide independently on the choice of selecting television content to view.

They prefer more privacy than girls as they feel not interested to interact with their family members during television viewing. From the analysis of demographic variables and types of film viewing the children of 10 – 12 yrs like to view comedy, cartoon and science or fiction films. They are not interested to view violence and scary films like action, and horror respectively. But the children of 13-15yrs like to be adventurous and show interest in curiosity provoking films that has suspense.

They like to view more ghost, historical and action films. When types of film exposure was analysed based on the gender boys like to view more comedy, action, horror and historical films whereas girls like to view more cartoon films than boys. Boys try to be more humorous, active, interests in suspense and like to scare others as they like to bully others and are adventurous than girls who are sensitive, emotional and not interested to take risk in life. When the demographic variables are analysed with the types of television programmes the children of 10 – 12 years like to view cartoon programmes than the children of 13-15 years who like to view more comedy shows. Boys prefer animated humorous content like in cartoon programmes where a character will be always a protagonist and find solution to save when the peer characters are in danger. So the protagonist character is portrayed as a dominant one and boys like to be dominant. Girls are more fun loving and are inspired by humorous and funny dialogue in comedy programmes so they like to view more comedy programmes.

## 8. Conclusion

The researcher has revealed in the study that as children grow older they like to be detached with the family members. Boys like appreciation and want to portray them as a personality capable to solve problems on their own and like to be a protagonist as seen in cartoon programmes and action films. Boys like to take risk than girls and are interested to see actions as they like to be reactive to situations in life. The researcher concludes in the study that the exposure of boys to films and tv programmes is more when compared to girls and their types of film exposure opines that they like to be dominant, reactive, take risk, humorous and adventurous than the girls who are caring, less in taking risk and enjoy the fun portrayed by others.

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