

TO STUDY THE PERCEPTION AMONG YOUNGSTERS IN RELATION TO THAMIZHA THAMIZHA SHOW

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1.1 AIM:

This research aims to find out the effect of Thamizha Thamizha show among youngsters and also to study the mindset of youngsters in the age group of 18 to 25, who watch Thamizha Thamizha show in Zee Tamil.

1.2 INTRODUCTION:

Perhaps the most important skill debaters learn is the ability to think rigorously and critically. The research study is to analyze how audiences are getting addicted to a particular reality show. The report says that participants in debate increasing their critical thinking and also debate shows develop participant's effective speech composition and delivery. In this debate shows they carried out in debating chambers and assemblies of various categories to discuss matters, and to find the resolution about action to be taken, often by voting. The result of this debate shows may be decided by the audience vote, or by judges. The host Karupazhaniappan stands at the center, of the show and moderating the conversation. He introduces the topic, and invites the participants to convey their cutesy personal experiences, at the end of the show they invite an expert guest to opine there topic, wraps up with a non-committal result and gives the best speaker award. The methodology used in this research is a quantitative research study would be undertaken. The survey method is conducted to 50 people between the age group of 18 to 25 in and around Chennai.

The student debate are famous nowadays. Student debates help to develop their critical thinking and oral communication ability to help their speaking skills. Critical thinking helps a student in their board concept past several years. This research is to identify about student's perceptions, and they believe that these debate shows helps in learning activity. Benefits of this debate help to overcome boosting confident, overcoming stage fright and improving teamwork skills. The survey of the present research indentify that students found that classroom debate is innovative, interesting, and helpful in learning as well as teaching. There are many categories of debate shows in India.

Then the famous Indian Tamil talk show is Neeya Naana and this show creates a good personality for the participants to express their opinion and facing many matters on southern state of Tamil Nadu. It is one of the non scripted show and this show has been hosted by a famous journalist Gopinath .Comparing with Thamizha Thamizha show this is more effective in society. In reality television channels have been struggling to increase their TRP ratings. So, they changed the definition of reality shows and it became unreal nowadays and television channels are telecasting that daily and people are getting addicted because of its entertainment for them (Example. Bigg Boss) shows in Vijay television. Many new television channels have been manifested their increase in competition among these channels the purpose of the research is to study and identify the most viewed channels as far as reality shows are concerned.

1.3 OBJECTIVES:

To study the effect of Thamizha Thamizha show among youngsters.

1.4 METHODOLOGY:

The design of this research is quantitative. The quantitative design focuses on acquiring information through questionnaires through survey methodology. By adding an close-ended question in the survey and using the responses received the results are obtained accordingly. The information gathered through survey method is carried for nearly 50 people in and around Chennai and the respondent's age is 18 – 25. This survey helps to find the perception among youngsters concerning Thamizha Thamizha show. Snowball sampling method is used for this research.

1.5 PERCEPTION:

Do you think Thamizha Thamizha show is addictive?

According to my research, 56% of youngsters claim Thamizha Thamizha show is not addictive it's just a talk show and they watched this show for only entertainment. 28.8% of youngsters registered that this show is not addicted. In the end, 15% of youngsters are watching this show rarely they may or may not get addicted, the majority of youngsters reported that they are not getting addicted to watching this show.

Is this show helpful in your life?

You may not find this to be the most exciting answer, but the majority 42% of youngsters claim that this show is useful sometimes in their life and its worth to watch in Zee Tamil channel, secondly 24% of youngsters states that this show was useful in their life. At last 34% of youngsters claims that this show

doesn't do anything in their life. Majority of the students claims that this show is helpful in some perception in their life.

Do you think this show is famous?

36% of youngsters are not aware of this show. Apart from that 34% of youngsters are claiming that this show is not must famous in any among society and at last youngsters suggest that people are aware of this program in Zee Tamil, though it is found that most of the people are not aware of this show, so this show is not popular among youngsters because youngsters are giving more attention towards popular bate show Neeya Naana telecasted on Vijay Tv on Sunday and this show is hosted by famous journalist and television personality Mr. Gopinath. This show telecasted on Vijay Tv for more than a decade, so it became a popular reality television show in Tamil Nadu this is the reason why Thamizha Thamizha didn't create much impact on youngsters.

Do you think this show necessary for our society?

This question analyses that 50% of youngsters say that presidential debates are helpful for this society. 34% of youngsters claim that this Tamil talk show is just a debate show and it doesn't help this society anymore. 16% of youngsters say that presidential debates may or may not be helpful for the uneducated people in this society and they can gain their knowledge if this type of presidential debate shows is telecasted in Tamil channels.

Is this show debates unnecessary topics?

Yes-38 %, No-36 %, I don't know-30%

According to my research, 38% of youngsters say that this show telecasted unnecessary topics for this society. 36% reported that this show telecasted wanted topics and these topics help this society. In the end, the rest of the youngsters says that 30% don't know whether this show telecasted the unnecessary topics for this society because they watch this show rarely. Finally, it is bad to have some negative reports that 38% of youngsters say that this show telecast unnecessary topics which telecasted in Zee Tamil channel.

How many hours you will spend to watch debate shows?

20%-Beginning of the show, 66%-The complete show, 14%- Half of the show.

According to debate show, 66% of youngsters watched this debate shows fully at the end of the show that is complete, and 20% of youngsters watched this debate shows only at the point of beginning, the rest 14% of youngsters say that they watch half of the debate shows. The majority of youngsters say that they watch debate shows often because they analyze a wide range of debate programs like Neeya Naana and

Thamizha Thamizha talk shows its interesting to watch these programs at home, then they found out how audience interpret in the program when they appear on the screen.

How often you watch this show?

36%-Regularly, 38%-Sometimes, 26%-Out of boredom

In majority 38% of youngsters watch this show sometime, when they get time to watch this show, and 36% of youngsters watch this show regularly probably without missing any topic till yet (unless otherwise they are out of station), well it's the best informative show which make them to watch it regularly, rest 26% of youngsters who watch this show only when they get bored so they reported that they watch debate shows only they are in out of boredom. Almost the results came positive that 38% of youngsters watch this show sometimes.

Do you think this show is pre-scripted?

38%-Yes, 36%-No, 26%-Maybe

The conclusion of this question was acceptable that 38% of youngsters reported that Thamizha Thamizha show is pre-scripted, and scripted shows have grown stale and boring for most viewers. 36% of youngsters say that this show is not scripted it is a reality program, 26% of youngsters are in confusion, and they reported that they don't know this debate show is a scripted one, but they may or may not be a scripted program. At the end of the research found that the majority of youngsters say this show is a pre-scripted program which telecasted in Zee Tamil.

Why do you watch this show?

46%-Gaining knowledge, 30%-Personal interest, 24%-Entertainment

46% of youngsters say that they watch Thamizha Thamizha show only to gain their knowledge because they telecast may useful topics that help their daily life, and 36% of youngsters say that they watch this show only for their interest, rest 24% of youngsters says that they watch this show only for the entertainment. Finally, I got to know that 46% of youngsters are watching this program to gain their knowledge.

Which medium do you choose to watch this show?

8%-Computer, 42%-Mobile , 50%-Television.

According to the research, 50% of youngsters watch Thamizha Thamizha program through television, and 42% of youngsters who watch this show on mobile phones. Rest of the 8% of youngsters who watch this show on computers almost got a good result.

What is the main purpose of this show in Zee Tamil?

56%-To gain knowledge, 24%- Entertainment, 20%- To earn a profit.

Among the perception of youngsters, they blame that Zee Tamil has telecasted 56% of this show to gain knowledge, and also 24% of youngsters report that this show has been telecasted the only for entertainment. The rest of 20% of youngsters says that this show has been telecasted only to earn profit for there channel. Finally came to know that this program is telecasted to gain knowledge.

Do you think this show famous in social media?

50%-Yes, 18%-No, 32%-Maybe

According to the research, 50% of youngsters report that this show is famous in social media like Facebook, Instagram, and Twitter, and many youngsters create memes any incident that became the trend in social media. 32% of youngsters are in doubt that, this is famous in social media because some of them don't use social media to watch debate shows. The rest 18% of youngsters say that this show is not a famous show on social media. Finally, we got a result that this show is famous in all social media.

How do you feel after watching this show?

44%-useful, 30%-Irritated, 26%-Helpful for society

Youngsters blame that 44% of this Thamizha Thamizha show gives some interesting topics and it feels useful to watch this program, 30% of youngsters say that they feel that after watching this show they got irritated with there topics are the conclusion. Among this 26 % of youngsters says that this show is most helpful for this society and they gain much knowledge after watching this show.

All the topics in this shown are?

46 %-Beneficial, 24%-Unwanted, 30%-Helpful

According to research, 46% of youngsters report that all the topics in this show are beneficial and it is useful for this society, and 24% of youngsters say that this show telecasted unwanted topics to change the attention towards youngsters. Finally, 30% of youngsters say that might this show be helpful to entertain or to gain some knowledge of this society. We found that this research says 46% of all the topics are beneficial in this program.

Do you follow the ZeeTamil channel on youtube to watch this show?

38%-Yes, 36%-No, 26%-In other social media.

From this survey, 38% of the respondents use youtube channel to watch this Thamizha Thamizha show, and 36% of youngsters didn't use any of social media to watch this show. The rest 26% of the respondents neither use social media or other apps to watch this show.

Will you skip your important work to watch this show?

38%-Yes, 46 %-No, 16%-Sometimes.

Youngsters claim that barley 38% skip their work to watch this Thamizha Thamiha show and 16% of youngsters report that they use to skip their work sometimes but the majority claim that 46% of youngsters don't skip any work to watch this show.

What do you think about the host?

Thamizha Thamizha show has to host by Karupazhaniappan born on March 6, 1972, who lives in Chennai. He is an actor and also a director, who directed and acted in a film (puriyadha pudhir). In the perception of youngsters, he is a good director, actor and also has succeeded as a television anchor. In some of the perception he looks handsome, and just a person with pros and cons. Some gave the negative commands that, he never respects anyone and their opinion that against him. The overall conclusion came that he's just an amazing person and he is a well-known television anchor and helps may of them in this society.

What do you think about the participants?

44%- Fame, 36%-Create awareness, 20%-To express the opinion.

From this survey, 44% of youngsters think that participants in Thamizha Thamizha are participating only for fame, and 36% of participants are participating in this show to create some awareness for this society. Rest 20% of participants wants to express their own opinion for this society. The majority say that they are participating only to show there fame and personality.

Do you think the classroom debate show is helpful?

40%-Yes, 35%- No, 25%-Maybe

From this survey, 40% of youngsters report that classroom debates are useful and helpful to develop knowledge and critical thinking, 35% of youngsters say that classroom debate shows are not useful in daily life, rest of 25% don't want to be in part of this survey because they are in confusion that these debates may be helpful to develop skills. The benefits of this debate help to overcome boosting confident, overcoming stage fright and improving teamwork skills.

1.6 FINDINGS:

According to the sample size and questionnaire, findings and suggestions are made. The sample size of this research is 50 from different age groups, regarding the age group of youngsters who responded the highest number of respondents are from the age of 20 and the lowest being 25.

The questions have been distributed in the multiple-choice form with a minimum of three choices and the questions are in the form of closed-ended format, these closed-ended questions were selected due to time gap, conversation and avoid confusion. Under each questions only 45% of youngsters are watching Thamizha Thamizha show only for entertainment and to gain their knowledge, and another 30% of youngsters who watches this show for out of boredom and for time pass, rest of the 25% of youngsters who watch this show for their personal interest and to develop their personal skills because many topics are beneficial for our life.

Another question has been posted that how many hours they will spend to watch this Thamizha Thamizha show and for this survey 42% of youngsters responded that they watch only the beginning of the show, through 30% of youngsters says that they feel like irritating and watch half of the show, rest 28% of youngsters claims that they watch Thamizha Thamizha show completely. So the majority of 40% of youngsters watch only the beginning of the show.

The survey was taken how often they watch Thamizha Thamizha show, from the survey 36% of youngsters get inspired and watch this show regularly, 38% of youngsters who watch this show only when they get some time and also they watch for entertainment, rest 26% of youngsters who watch these show only for timepass which may out of boredom. The majority of 36% of youngsters who watch this show regularly to gain knowledge and also they got inspired after watching Thamizha Thamizha show.

There are some questions asked related to participants in Thamizha Thamizha show, it was found that 44% of youngsters say that participants are very talented and they know that if they participate in this show they can fame their personality, so they are participating for fame. 36% of youngsters reported that people are participating in this program to create some awareness in this society. The rest 20% of youngsters say that people who are participating in this Thamizha Thamizha show is to express their own opinion to society. The majority of youngsters say that people participate in this show only for their personality.

1.7 CONCLUSION:

From the data analysis and interpretation, this research was finally concluded that youngsters from Chennai in an age group 18 to 25 shows less interest in watching Thamizha Thamizha debate show. Basically, youngsters in Chennai are not addicted towards Thamizha Thamizha show, but they were somewhere influenced by this show based on certain topics and they watch this show to gain their knowledge, and some of them watch this show only for the anchor Karupazhaniappan, he is a good anchor, director, and

actor. 38% of youngsters in Chennai city reported that Thamizha Thamizha show is a pre-scripted show but also they watch this show only for entertainment.

When it comes to the participant they participate in this show only for the personality. We asked a question about the main purpose of telecasting Thamizha Thamizha show in Zee Tamil, for this survey 56% of youngsters say that they telecast this show only for gaining TRP ratings for there channel, and 24% says that they telecast for entertainment without any knowledge but 20% of youngsters say that they telecast to earn profit.

According to the survey, youngsters of Chennai city analysis that 45% of them are watching this Thamizha Thamizha show regularly, and they analyzed that this show is fully pre-scripted and the Zee Tamil channel telecast this only for TRP ratings. Youngsters who are watching this show 58% of them are getting addicted and the rest of them are watching it only for out of boredom. They reported that this show telecasted an unnecessary topic for our society like (love, twin siblings, etc). The majority say that they watch only the beginning of the show, but 28% of youngsters say that they watch the complete show, but some of them are interested and skip their important work to watch this show. 38% of youngsters are following the Thamizha Thamizha page in social media. These are research finding of the effects and study the mindset of youngsters who watch Thamizha Thamizha show.

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