

# **An Overview of the Impact of Television Shows on Youth: With Special Reference to the Youth of Jaipur**

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## **Abstract**

Television Shows have various impacts on youth, depending on the content, duration, and context of their viewing. It can influence the cognitive development of youth by providing them with information, education, and entertainment. Television can also expose youth to different perspectives, cultures, and values, which can broaden their horizons and foster critical thinking. However, television can also impair the cognitive abilities of youth by reducing their attention span, memory, and creativity, especially if they watch too much or too passively. Television can also distort the reality and expectations of youth by presenting unrealistic or stereotypical images of people, places, and situations.

It can affect the emotional well-being of youth by eliciting various feelings and moods. Television can also influence youth's self-esteem, body image, and identity by shaping their perceptions of themselves and others. Television can also induce fear, anxiety, or aggression in youth by exposing them to violent, scary, or disturbing content. However, television can also provide youth with positive emotions, such as joy, laughter, or empathy, by showing them humorous, uplifting, or inspiring content.

Television can affect the social development of youth by influencing their interactions, relationships, and values. Television can also provide youth with role models, peers, and mentors, who can guide, support, or inspire them. Television can also foster social awareness, civic engagement, and cultural diversity in youth by exposing them to various social issues, causes, and groups. However, television can also isolate, alienate, or manipulate youth by reducing their face-to-face communication, social skills, and autonomy, especially if they watch too much or too uncritically. Television can also promote negative social behaviours, such as violence, bullying, or prejudice, by normalizing, glamorizing, or justifying them.

**Keywords: Social Development, Violence, Television Shows, Cognitive Development, Cultural Diversity, Social Behaviours, Moral Values**

## **Introduction**

This study uses an approach based on case studies to examine how television shows affect youths. There are several definitions of "Impact" and "Youth" among different people. The many interpretations that are associated with impact and youth are rooted in the variations in individuals' orientations.

One of the most interactive methods of communication is television. Whether they are young or elderly, everyone in today's world has a favourite television program. Additionally, as a result of technological developments, television is no longer a commodity controlled exclusively by the urban sector.

It's a two-sided problem as a result, with parents also responsible for their children's binge-watching behaviours. Families where both the mother and the father work are more likely to experience this problem. The mother discovers that, to balance her personal and professional lives, there are moments when it's best to have her child watch television while she finishes her work. Some parents will switch on the TV while feeding their children. Numerous television series depict negative aspects of life, such as crime and glamour, which negatively affect our society. They become engrossed in the character's fantasy while watching these shows and attempt to live up to that in their daily lives. More people view television as a source of enjoyment than as a source of information. As a result, it misleads our youth and distracts them from their studies, especially the students. To teach their child to strike a balance between schoolwork and enjoyment, parents should keep an eye on them. The youth need to realize that merely observing something on screen is not the same as actually putting it into practice. It also yields unfavourable outcomes.

### **Statement of The Research Problem**

The impact of television Shows on the Indian youth have been said to be a serious problem facing Jaipur. Some of these problems are:

1. Inclination towards Western culture
2. An erosion of the cultural values.
3. Being distracted from studies
4. Violence and Aggression
5. Behavioral Problems

Therefore, if the above problems are not been taking care of, it will lead to the destruction of the Indian culture.

### **Review of Literature**

The Following literature was reviewed for this research problem. **(McNeal 1987)** Not because a product would in any way enhance their quality of life, but rather because their favourite actor, cartoon character, or athlete “uses” it, children may be persuaded to urge their parents to buy it. They may show things like toys, candy bars, and hamburgers without using a scale, which could take advantage of young children's immature senses.

A study by **Stutts, Vance, and Huddleson** in 1981 showed that “seven-year-olds more quickly recognized commercial material when ‘The Bugs Bunny Show will be right back after these messages’ was changed to ‘Hey Kids Television has the potential to generate both positive and negative effects, and many studies have looked at the impact of television on society, particularly on children and adolescents. **(Katherine September, 2008)** Television is the worst invention ever created by man. It's an invention that secretly tells you to hurt someone else without accepting responsibility. Our country's future is being laid by this wickedness, which has captivated our youth. In contrast to television, which drains all of these qualities and portrays them as violent, we must foster the positive traits in them so they can grow up to be responsible, mature citizens. The fact that even cartoons currently contain a

certain amount of violence is disheartening. Movies give young people the false impression that in the contemporary world, sincere Films teach the youth the wrong morale that in the modern world the honest and the hardworking are lagging of suffering whereas the wicked and the crooks lead the life of kings. **(Richa Sharma (December 2009)** In 2009, a psychologist conducted a study on TV viewing revealed that, on average, Indian children had watched more TV than they had attended school by the time they were 16 years old. While there are positive and educational sides to television, its negative aspects—such as the quantity of aggressive and violent steps it shows daily—are critically alarming for parents and educators around the world. Whether and how we will manage to control the harmful effects of television and harness its potential for the good of children is a subject of ongoing debate. **(Arjun Deshpremi July, 2009)** The idea that violence depicted in media, including books, newspapers, music, movies, video games, and television, may have a negative impact on young viewers has been the subject of much research.

A lot of people have said that the media is to blame for our society's increased prevalence of violence. There have also been suggestions that children's violence is a result of media representation. According to statistics, the average American watches up to seven hours of television each day. The fact that a child between the ages of two and five watches about 28 hours of television every week is not shocking. These images of violence and anti-social behaviour tend to entice the same in people who watch them. **(Sujit Thakur November, 2009)** There are problems everywhere you look, and there are even fewer answers. Finding a single, effective answer to a major issue facing modern society is challenging but not impossible. Indians are constantly afflicted by the effects of television. It attracts the attention of families in 98% of Indian homes and is one of the primary constants in the lives of many people. It is left on for an average of 6.5 hours each day. Perhaps there isn't a problem so much in the fact that so many people have this mysterious box on for periods, but rather the problem lies in the way the viewer interprets the program that is being presented to them. **(Ambrish Saxena 2010)** Television can have both beneficial and detrimental effects on society; numerous studies have examined this relationship, focusing on the effects it has on kids and teenagers. The developmental stage of each child plays a crucial role in determining whether the medium will have beneficial or detrimental impacts. While not all television shows are terrible, the evidence about the harmful impacts of watching violent, inappropriately sexual, and offensive content is strong. Nonetheless, doctors must support ongoing studies into the advantages and disadvantages of media for kids and teenagers **(Vinod Sawant December 2010)** Television Crudeness People were far more perceptive to speech in the early days of television and found offensive language of any kind. In the movies as well, it was inappropriate. However, the acceptable range for using foul language has grown for many. Too many filthy terms are utilized in a lot of television shows. In many shows on television vulgar words are used way too often.

**(Shubha Sharma March, 2011)** Today's television lineup offers hundreds of different shows to pick from. It is by no means simple to choose six hours of television to examine from the perspective of an anthropologist. But explaining our country to people who have never been here is not difficult. More on that later. Everyone is attractive, has happy lives, and conquers all obstacles. Four hours of the programming I chose is perhaps the most popular programming this year, consistently topping the Nielsen ratings. **(Rinki Takarwal September, 2011)** Television is a useful instrument for learning and growth. It can teach kids about the customs and cultures of other people. On the other hand, too much television may be detrimental to a child's growth. 71% of 8 to 18-year-olds have a TV in their bedroom, according to TV study. Fifty-four percent of youth have a DVD player, and 20 percent have access to

premium cable channels. **(Hemant Thakur March, 2011)** Children Interacting with Television Advertising Introduction The following research has sought to understand the influence of television on children over the past twenty years using a variety of social models, from public policy and industry self-regulation to how children receive and process media messages and the parental responsibility in monitoring what is acceptable for children to view.

**(Tsfati and Cohen 2013)**, has expressed a similar line of thought by saying that the type of information one consumes also shapes that perception that person has about the world but has also argued that the impact is also dependent on the people generating the news. In this context, the authors had taken up the case of a news channel generating wrong information which can mislead and deceive the viewers. (Canadian Paediatric Society 2003), **(Tsfati and Cohen 2013)**, have also raised a similar question on the validity of the information which is shared through these mediums; as the context of validity is dependent upon the character and intention of the people generating it. **(Mehraj, Bhat and Mehraj 2014)**, had given a detailed study based on the effect of various television shows on the minds of different viewers. Different scholars from (Canadian Paediatric Society 2003), **(Mehraj, Bhat and Mehraj 2014)**, have discussed the nature of violence shown on these shows, adversely affecting the mind of the younger generation and children are more vulnerable.

To what extent is the audience able to choose which shows to watch and when? How can a viewer keep an eye on both their own and their kids' viewing in a way that is mutually beneficial?

And what about people who give up their jobs, their education, and other responsibilities to spend hours on end watching television?

Throughout this research paper, I will answer these problems and offer the best solutions I can think of for such a contentious topic. As an addition to the body of existing literature, I carried out a case study to comprehend the various consequences of television shows in the age range of 15 to 24 years.

### **Objective of the Study**

Finding out the positive and negative effects of television on the minds of Indian young viewers, who range in age from 15 to 24, is the primary goal of the study.

### **Significance of the Study**

1. The research will aid in the potential diluting, dominating, and ultimately absorbing of the Jaipur culture, which has up to now been distinguished by virtuousness, community orientation, good neighbourliness, respect for elders, and collectivism.
2. It will assist in dispelling the notion that Indians should emulate Western cultures or lifestyles.
3. The government will be able to use the mass media, particularly television, to further democracy and development in general by doing this research and learning about the role that the media may play in a nation's growth.

### **Research Questions**

The research questions are set up such that the responder can provide feedback, or a response, to the questions the researcher is supposed to ask. To accomplish her goal, a researcher ought to employ the following query.

1. Do young Indians watch TV more than they do other forms of media?
2. Do they choose Western TV shows over those made locally, and if so, why?
3. Do young people more readily identify as local or international TV models?
4. Will the preference of Indian young for local TV items increase as the local TV and movie industries grow?

### **Research Hypotheses**

The hypothesis here is that by watching more TV, youth are not only getting attracted towards Western culture but their moral and cultural values are also changing. It is also believed that watching certain shows is not only hampering the education of the youth but also increasing their criminal tendencies.

### **Scope of the Study**

This study aims to investigate the impact of television shows on youth using a case study methodology. the ongoing effects of television on young people. Thus, it became necessary to select the Jaipur youngsters for the case study.

Oral interviews with Jaipur youth and their parents were undertaken as part of the research project. However, the primary source of data for the research is the questionnaires that were given to young people and their parents, filled out and returned. I also read through several textbooks, newspapers, and magazines, all of which had a wealth of information regarding the research.

### **Limitations of the Study**

Even yet, the focus of this research is on how television affects young people. It is restricted to four hundred youths in Jaipur who were given questionnaires after being randomly selected from various places. The period of life between childhood and adulthood (maturity) is known as youth. Different definitions exist for the precise age range that is considered youth. I have regarded individuals between the ages of 15 and 24 as young in this study, and the research has been conducted accordingly.

"Youth- those persons between the ages of 15 and 24 years." - **United Nations General Assembly**

Their age, personality, how much they watch, whether they watch with adults or alone, and whether or not their parents have conversations with them about what they see on TV are just a few of the variables that determine how the TV affects them. Both the customer and the advertiser can benefit from advertising. It gives the marketer a way to communicate with the target demographic in an easy, cost-effective, and commercial manner. Additionally, it informs the customer about new product launches and product information.

### **Research Design**

Research design is a recognized truth that serves as the fundamental blueprint for any research project, directing both the data collecting and analysis stages. A research project's design can be thought of as the framework that outlines the kinds of data that need to be collected, together with the sources and methods of collection.

As a result, according to this study, the survey analysis based on a self-administrated questionnaire, interview, and personal observation was the research methodology employed to gather the necessary

data. Descriptive and inferential statistical tools for measuring data form the basis of the data analysis. Information regarding the effects of television on young people can be found in both primary and secondary data.

### **Area of the Study**

This research is being conducted in the city of Jaipur. Two hundred young people were chosen for this study utilizing the straightforward and methodical random sampling approach. The purpose of the study is to look at how TV shows affect young people and how that influence might be reduced.

### **Population of the Study**

The study's population can be defined as the living or inanimate objects which are the subject of the investigation. Houses, universities, libraries, towns, local administration districts, states, countries, or individuals the researcher is interested in addressing for the study could be among them. The population included in this study consists of young people and their parents who were selected at random from a few Jaipur regions.

### **Research Sample and Sampling Technique**

A portion of the population is referred to as a research sample. It is the precise quantity or segment of a study population that is chosen for the study objectively. 400 sample sizes were selected from the population using a straightforward and methodical selection technique. With this method, every member of the vast population has an equal chance of being chosen. Four hundred individuals from the Jaipur region were chosen based on the methodology. The respondents to the researchers are now represented by the sample population.

### **Data Analysis and Presentation**

When asked if watching television has a significant impact on the thoughts of individuals, the respondents had to say yes. The responders to this question stated that it does continue to have a big influence on their thoughts and behaviours long after they have finished using screens. Just 19% of respondents disagreed with this viewpoint, while 9% of respondents were neither in favour nor dissent with the issue. This indicates that a comparatively larger majority of respondents supported the topic. The samples' age group was limited to those between the ages of 15 and 24. Of the 200 respondents, 109 were men and 91 were women. The age range of the 200 respondents (parents) were 40 to 55.

### **Conclusion**

In conclusion, it can be said that watching too much TV affects the youth's brain. These effects can be both negative and positive. Research also revealed that most of the youth watch TV only for entertainment. Apart from entertainment, about 19 percent watch Discovery or other educational programs, news, etc. Due to Western programs on TV, the inclination of youth is increasing towards this culture. Today the youth is incorporating things from Western civilization into their eating habits and lifestyle. While people are becoming cautious due to some shows of crime, due to the glorification of criminals, criminal tendencies are increasing rapidly among many youths. Television shows have a significant impact on the cognitive, emotional, and social development of youth. Depending on the content, duration, and context of their viewing, television can provide youth with information, education, entertainment, role models, and social awareness, but it can also impair their cognitive abilities, emotional well-being, social skills, and values. Therefore, it is important for youth, parents, educators,

and policymakers to be selective, critical, and balanced in their television viewing habits, and to monitor, regulate, and facilitate the quality and quantity of television content available to youth. By doing so, they can harness the potential of television as a source of learning, inspiration, and empowerment for youth.

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