



## Superstition programmes in the media and its impact on society

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### ABSTRACT

*A superstition is anything that people believe that is based on myth, magic, or irrational thoughts. They are beliefs that are steeped in lore or tradition, and it is usually difficult to pinpoint the exact origin. Superstitions are also known as old wives' tales, legends, and traditions. They may involve animals, graveyards, ghosts, inanimate objects, or even other people.*

*Superstition in India is considered a widespread social problem. Superstition refers to any belief or practice which is explained by supernatural causality, and is in contradiction to modern science. Some beliefs and practices, which are considered superstitious by some, may not be considered so by others.*

*For the purpose of this study. The superstition programs that appeared over a period of three months in two Kannada channels, Namely the TV 9 Kannada and Kasturi News are selected. Considering the importance and frequency of the appearance of the superstition based programs.*

*This research will discuss how the superstitions spread in the society. The media is one of the most powerful medium to reach the people. But today it, forgotten its ethics and morality. In this research we analyse superstition and its kinds. The types of superstition are in practice in the world and also in India. How the common people getting problems by following these practices.*

**KEYWORDS** : supernatural causality, modern science, superstition.

### INTRODUCTION

The debate on the validity or credibility of superstition is one of the oldest that mankind has seen and will perhaps continue for generations to come. In spite of the furious arguments from rationalists. India has a huge number of people who still believe in superstition or astrology. Not surprisingly, therefore, we see rampant commercial abuse of superstition in media.

A belief or way of behaving that is based on fear of the unknown and faith in magic or luck: a belief that certain events or thing will bring good or bad luck.

A belief or practice, resulting from ignorance, fear of the unknown, trust or in magic or chance or a false conception of caution. An irrational object attitude of mind toward the super natural. Nature or god resulting from superstition. Whether it is the newspaper carrying the day's forecast, or TV programmes dispensing future predictions or applications on social media. Future gazing has become an integral part of media content. While the primary intention of these shows is to attract viewers, an objective they seem to be realising quite successfully, these shows have now become a matter of concern and often objectionable because of the kind of messages and vibes that they are spreading.

### SUPERSTITION IN INDIA

Superstition in India is considered a widespread social problem. Superstition refers to any belief or practice which is explained by supernatural causality, and is in contradiction to modern science. Some beliefs and practices, which are considered superstitious by some, may not be considered so by others.

#### Some of common beliefs or practices in India are listed below:

- Astrology and fortune telling.
- Solar and lunar eclipses.
- Being unlucky of number thirteen.
- Prayer writing.
- Knowing sneezing as a sight of waiting.
- Considering some animals unlucky (for example, it is said that the crow is a crossed bird).
- Considering some animals lucky (for example, it is said that snake is a lucky animal).
- Human sacrifice.
- Putting the blood of the victim's on the door of the house or cat etc.,
- Many superstitions about rainbow.
- Breaking eggs to relive some eyes.

### Objectives of the study:

1. To study the controversial statement given by the astrologers.
2. To study the impact of superstition programs on common people.

### Sample:

For the purpose of this study. The superstition programs that appeared over a period of three months in two Kannada channels, Namely the TV 9 Kannada and Kasturi News are selected. Considering the importance and frequency of the appearance of the superstition based programs.

### Data Analysis :

In the channel Kasturi News 24\*7 the programmes like Bhakthi Degula, Adrushta Kannadi, Kaala Nirnaya, Janmajanmanthara.

The Statements, solutions suggestions given by the astrologers and numerologists in this program are not true and unscientific. The astrologers will give some controversial statements here such as 'the girl' menstruate in Tuesday at Rahukala will become Prostitute in her future. This is said by the numerologist Guruji Sri Aditya Narayana in the program Adrushta Kannadi.

### Kaala Nirnaya:

This program is run by under the guidance of Maharshi Jaya Srinivasa Narayana. The anchor praises him as World Famous Vaastu Scientist. The Founder of Astro-Numerology. This program is divided into four sessions. In the first session the horoscope of eminent person who are born on that day shall be discussed. In the next session is live phone in program. Here the questions of people are answered by this person.

In the third session called Raja Yoga Jathaka. Here the Biography of one of the selected Celebrity shall be discussed. In the Fourth Session is called Vaastu Shastra. Here the astrologer discussing the Vaastu Orient problems of the person who are born on that day.

### Nimma Bhavishya:

TV 9 Kannada the program called Nimma Bhavishya (Yours Fortune) The astrologer Sri Sachchidananda Babu Guruji discussing the issues Such as How to get back stolen ornaments? How to overcome from Mother – in – Laws torture? How to bring reading interest in your child? How to become rich? the astrologer discussed each topic in detail with solutions. Such as chanting mantras about 108 times daily held poojas in the home or at temple.

one such episode telecast in August 2014 which defied all limits of sanity and went on to predict the likelihood of rape based on the sun sign of an individual. In the programme predicting how a person might get raped, when and by whom, based on the zodiac sign.

At the morning programs such as Aradhane and Om are only pertaining to different temples and god miracles, yearly festivals of those gods the believes of devotees regarding that god history of the temple, vow submission, specialty of the temple all are describing clearly here to provoke the people. Indirectly these programs giving publicity to those temples and gods.

#### **FINDINGS:**

1. The electronic media is the highest to disseminate the illogical, unscientific, superstitious programs in their channels. These kinds of attitude plant the superstitions in the society.
2. The Electronic Media encash the weakness of the people. The weakness of the people is the capital for the Electronic Media.
3. The anchors of these channels giving awards for these astrologists like Lucky Gurooji, Eminent Scholar in Vaastu and Astrology, The Founder of Astro-Numerology, The Soul Doctor etc.,

#### **CONCLUSION:**

Superstition programs or astrological shows aired on television enjoy good TRP. So they are a good source of revenue for private channels.

These shows usually operate in two different revenue models. A few among them are produced by the channel itself, while some are produced by the astrologers and telecast during purchased time slots.

There are already many guidelines in place regarding publication or telecast of astrological content. The News Broadcasters' Association (NBA), the Press Council of India (PCI) as well as the Information & Broadcasting Ministry have chalked out guidelines, which are being completely neglected.

The NBA, for example, in its code of ethics for news channels clearly says, "News channels will not broadcast any material that glorifies superstition and occultism in any manner. In broadcasting any news about such genre, news channels will also issue public disclaimers to ensure that viewers are not misled into believing or emulating such beliefs and activity."

#### **Suggestion:**

1. Mass campaign through print and electronic media to educate the public, how such rituals have no scientific basis and they can be disastrous for individuals as well as society.
2. Public awareness campaign to educate people about anti-superstition law and its clauses.
3. Develop scientific thinking and knowledge.
4. Media should avoid the blind faith and superstitions based programs.

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