



IMPACT OF GRAPHICS ON TELEVISION PROGRAMMES : A STUDY

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ABSTRACT

Imagine a society where there is no sign to direct people as they go on the streets or some where, and think not even a printed handout, or even every house you see is built just the same size the same color, and the same shape. How will the society look if there is nothing to identify the different brand of cars, shops, products and establishments etc., so that believe the situation will be severely unpleasant and everyone will be in continuous confusion and difficult to understand too. In this way will be exploring the beauty of Graphic design, when it began and influences it has in our societies today. Design can be dated back as the pre-historic period when the early men drew figures of animals in caves. Those drawings probably could have been for aesthetics, many historians agree they were tools for their hunting games. From then on design has always been in existence and playing vital roles. The ancient Egypt in 500BC used pyramid engravings and artistic illustrations to convey messages.

KEYWORDS :

Among all the mass media today, Television attracts the largest number of viewers. Its audience is greater in size than any of the other media audience. This is because television is able to attract the audience of all age groups, literate and illiterate and of all the strata of the society.

The history of human communication began with the oral or spoken tradition. Through the course of history, the distribution of messages progressed from simply the oral tradition, to script, print, wired electronics, wireless electronics and finally digital communication. The greatest change in message dissemination in recent history occurred with the introduction of computers and the Internet in the early 1990s. Since then, this drastic change has significantly affected humans' perception of the media, the usage of time and space, and the reach ability and control of the media.

In the present age of digital communication, time has been compressed by reducing the distance between different points in space, and the sense of space has led people to feel that local, national, and global space becomes obsolete (Harvey, 1990).

Socially, the most manifested impact of television is the effect of demystification, which denotes that the traditional design for a large, homogeneous audience is disappearing and being replaced by a specific and individual appeal, allowing the audience to access and create the message they wish to produce (Olason and Pollard, 2004).

In India, from 1989, television has been used more for education and information purposes than for entertainment. It has performed different functions as compared to the television in west. Even today, though commercials have entered Indian television in a big way, its basic purpose has not changed. It continues to perform its function of national integration and development. (Shipra Kundra, 2009).

Graphics is essential in nowadays and easy to communicate to the viewers, that what we want to tell or to communicate so that it will show through the television very attractively and colorfully that's how every one love to watch the television. So that's how the graphics is the very important in every field and every aspects too. The demands made by computer art are transformed from manual dexterity to the capabilities of the mind such as imagination, creativity, and self-critical assessment. Artistic programming is by no means a matter of routine, but rather is one of the most complex tasks imaginable located on the border between heuristic problem solving and 'artificial intelligence' techniques. The computer is often seen as situated between contrary forces, human needs on the one hand and on the other a world that is becoming

increasingly technical and which is opposed to human nature. This, however, means that involvement in computer art sets free not only artistic creativity, but, in addition, an all-round creative potential.

DEFINING THE PROBLEM

The research is basically an effort to know the power of Graphics Television in country like India also mainly focus on the graphics in television leads to building the effective communication with the society. What various roles does television graphics play in creating the understanding and acceptance. Maintaining the Interests on the television programs creatively.

OBJECTIVES

The objective of this study is to know the influence of television graphics on society in Davangere city.

1. To identify that television graphics is successfully communicating the viewer's.
2. To identify that television graphics is affects on the viewer's creativity.
3. To find out that more television graphics may creating discomfort on viewer's.
4. To find out the television graphics made mark able identification of the programs and creating the attention.

METHODOLOGY

The study aimed at understanding the role of Television in constructing the Intercultural society related to Davanagere City. Television as a medium of mass communication is an integration of technology, culture, commerce and politics. As a cultural product using audio-visual codes it projects the cultural values of their producers and the social reality in which they are produced. Viewing television is not merely an act of consumption but is "rather complex process of decoding cultural meanings"

Electronic media the most important immediate influence on opinions and understanding in the industrialized world and has significantly heightened media impact in the developing countries as well. Electronic media's potential to be a force for good can easily backfire. For gathering and analyzing data, the following methodology was adopted.

SAMPLE

The respondents for our research study were selected from 4 wards. In that 4 wards 80 respondents were selected based on the random samplings method. In each wards 20 people will selected for the study. So, the study will focus on 120 people selected that represent the socio-cultural mosaic that exists at Davangere City.

DATA ANALYSIS AS PERTHE MAIN OBJECTIVES

1. To identify that television graphics is successfully communicating the viewer's.

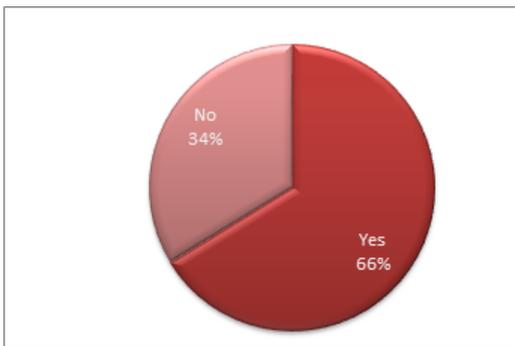
This objective was considered as one of the most important objective in this research. As we know today television is playing a crucial role in spreading the information, entertainment, education, all over the world. When researcher conducted survey in selected wards, came to know that people are very well known the importance and utilization of Television Graphics. Especially in lunching new programs with effective graphics on television and it will projection of human interesting on programmes.

The survey showed that all the respondents in research area stated that they are keen interest and wish to watch the graphics materials. The study explains that 66% of people observes and graphics differentiation is communicating well and make the utilization of it. Out of 80 respondents 53 people are says yes that mean agreeing that graphics are communicating successfully while watching the television. Remaining 34% of the respondents revealed that they are utilizing but not observing and not communicating instead of they are using various other reasons. So, here we come to the conclusion that the first hypothesis of the present study is come satisfied.

Table - 1

Yes	No	Total
53 (66%)	27 (34%)	80 (100%)

Chart - 1



2. To identify that television graphics is affects on the viewer's creativity.

The above objective is also one of the most important one in the present study. Here, the study try to identify the nature of Television in promoting of specialities and affects on the viewer's creativity. Today the Television Influencing / promoting the people towards sharing information and the cultures of all. Television promoting various graphics activities on television had its own quality and specifications specializations. So, in the present study researcher identified the highest number of viewers who are influenced and affects on their creativity thinking by the promotional activities of Television channels.

The survey showed that all the respondents affects by the graphics and to their creativity thinking. The study explains that 58% of people observes and graphics are not affects on the creativity .Out of 80 respondents 46 people are says No that mean not agreeing that graphics are not affects on their creativity while watching the television. Remaining 44% of the respondents revealed that they are utilizing observing and says yes that affects on creativity with various other reasons.

Table- 2 The television graphics is affects on the viewer's creativity.

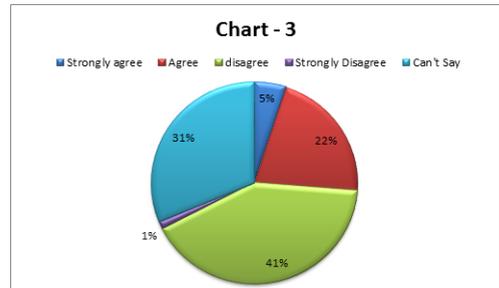
Yes	No	Total
34 (44%)	46 (58%)	80 (100%)



In the above chart explains the way of electronic media leads to affects on the people creativity but not much while watching it. Also come to know that during the study they start to thinking about when the question rises in front of them. Actually they enjoy the television graphics but necessary not much.

Table - 4 More television graphics may creating discomfort on viewer's.

SL NO	Ward	Strongly Agree	Agree	Disagree	Strongly Disagree	Can't Say
1	Vinobhangar	4	4	12	0	0
2	Ellammanagar	0	0	12	1	7
3	MCC A Block	0	9	3	0	8
4	Vidyanagar	0	4	6	0	10
5	TOTAL	4(5%)	17(22%)	33(41%)	1(1%)	25(31%)



So, Social Media is played a very important role in creating and giving publicity, importance, communicating, attention, acceptance and understanding for the construction advance society. The study undertaken here concludes that the real impact of television graphics on its viewers depends on its reach and accessibility, socio-economic status of the viewers and the time spent on viewing.

FINDINGS

- Every one wish to watch the television graphics.
- Graphics has creates it own demand and it is become one of the tool of the effective communication.
- It is successfully creating its attention towards the society.
- More utilization of the television graphics does not creates the discomfort.
- Because of the graphics understanding capacity is become more in the society.

CONCLUSION

Based on the data analyst it can be concluded that the respondents of the research area are aware of Television Graphics and its importance in secular system of this country. They are aware of the power of Television Graphics and its importance in today's Scenario. Here the researcher identified that Television helped the people to share information and discuss certain things and that's how the graphics is coordinating and influence on the society.

The Role of Graphics and its impact on the respondents. The subject is related to the present and one of the most discussing matters. The editors are prepared themselves and their decision will be the final decisions. Of any kinds of programmes that they plan for the day according their agenda. In this way they used so many power full tools in that Television Media is one of the most important one.

Television media and the graphics is to develop the unity by combining of all information in the country which showing creatively. In the presence of broadcasting news, sports, special promos or lunching any titles of serials, cartoon programs and special programs graphics creates its own attention on the viewers. That made the viewers to like much easy to understand of the multiple information on the same real time. But some way it may affects on the creativity and some way it not reach out all the people and we cant judge that the people always like the effective graphics, it is communicating well.

When on one side Television were to form a direct connection with the people and the effective tool as graphics, but not thought that it will effectively reached out all the time. Graphics was not only a way for our notes to make a different, but it also matters that the essential graphics only can reach out the mind-set make them understand and acceptance.

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