



Impact of Television on School Going Children in Urban Area: A Sociological Study of Panipat City

KEYWORDS

Television, Mass Media, School, Technology, Modernity

Dr. SunitaDept. of Sociology, Kurukshetra University. Haryana
-136119.**Brijesh Sharma**Dept. of Sociology, Kurukshetra University. Haryana
-136119.**ABSTRACT**

The present study was carried out to know the impact of Television on school going children in urban area and Exploratory Research Design is used and 100 respondents were selected by Simple Random Sampling from four Government Senior Secondary schools (25 each) in Panipat city of Haryana. The for through Interview Schedule was used for getting relevant information. It is concluded that students are watching television at late night. Female students like serials channels i.e. Zee TV, Color channel, Star Plus, Sahara One, Life Ok etc. while male students like cartoon channels i.e. Pogo etc.. Most of the students used to do their homework before watching television, a few are not like watching games on television. Children who watch television for more hours are more likely to be overweight. We found that television violence is directly linked to aggressive behavior in children who watch cartoons program for long hours. TV advertisements influence the food habits of the children. Children tend to pay less attention to their studies because of over watching television.

Introduction:-

Since its invention from 1920's Television as an audio-visual mode of communication and entertainment has been playing a vital role in the everyday life of an individual and society in comparison to other mass media. to the impact of Mass-Media, the television leaves its impact deeply on the school going students. The development world is fast catching up with the fantasies of the small screen which brings news and views, triumphs and traumas, celebration and tragedies live or recorded the living room from every corner of the globe. (Mala & Jasmine 1998)

The phenomenon expansion of Indian television has influenced the people in two ways firstly, those living in remote corner of the national mainstream. Secondly, television has contributed to an unprecedented explosion of information. The constant and artistic expression of our people belonging to different people, belonging to different religious and socio-economic background. (Saksena 1991) In modern world television has benefited for school going student's minds to as great extent. Student remains constantly viewing television for them it is like a "Magic Box". The world communications year (1983) sponsored by the United Nation, sought to narrow this gap in technology hard work between the rich and poor countries.

Significance of the Study

The present study will have its significance in tracing as how the audio-visual mass media like TV is penetrating into the childhood in terms of shaping their habits and other life patterns. The children seems to spend more time on TV, will be found escaping from other outside events like play ground and other etc. The study will also be important in understanding as how the parents and other family members of children are managing the schedule of their children for watching the TV. Side by side, it will also understand that how more than one child in a family having a single TV set with a varied interest of watching different channel do adjust or conflict with each other.

Review of Literature:-

Chompaisal (1994) perceived Thai children and adolescents spend an average of 21 hours a week in viewing television. Students spending fewer hours in viewing television have higher school achievement. Wynn (1996) found that the amount of time spent on homework did not directly or

indirectly affect their GPA. . Kennedy (1997) in his study analyzed the negative aspect of Television and found that everyday millions of adults, children, Teens and elderly fall into a type of craze induced by hours of watching television. Given the average viewing time per day, per home is 6 hours 47 minutes and the statistics and effect of television watching, it is easy to understand however viewing habits are hindering our health. The study by Kang (1997) points to the striking differences between male and females on traditional gender role norms and value. For male greater television viewing goes with a protective attitude toward traditional women's role in Japan. Gaikwad (2000) found that majority of the sample children were viewers of multiple television channels and spent 2 to 2.6 hours time on television viewing. Majority of their parents also reported that television viewing had tremendous impact in their children's interest and abilities. Yanovtzky (2001) hypothesized that the media may have contributed to the reduction in this behavior by increasing perception of social disapproval.

Research Design, Methodology and Objective:-

In the present study Exploratory Research Design is used and 100 respondents were selected by Simple Random Sampling from four Government Senior Secondary schools (25 each) in Panipat city of Haryana. A structured interview schedule was used to know the impact of television on daily routine life of respondents and to find out the liking and disliking of television channels.

Findings and Discussion:-

The present study was concreted to investigate the impact of television on school going children in the study area. The respondent were personally interviewed by the researcher and inquired about the study.

Table 1: Respondent's other sources of Entertainment

Sr.No.	Sources	Male	Female	Total
1	Radio	22(22%)	18(18%)	40(40%)
2	Video Games	11(11%)	08(8%)	19(19%)
3	Comics	07(7%)	15(15%)	22(22%)
4	News Paper	11(11%)	08(8%)	19(19%)
Total		51(51%)	49(49%)	100(100%)

Table No. 1 show that majority of the respondents(22% male

& 18% female) do listen Radio followed by those who play Video Games and read news papers. The comics reading is preferred more(15%) in female students than males.

Table 2: T.V. Watching timings of Respondents

Sr. No.	Timing	Male	Female	Total
1	Morning	11(11%)	10(10%)	21(21%)
2	Afternoon	10(10%)	09(9%)	19(19%)
3	Evening	05(5%)	07(7%)	12(12%)
4	Night	21(21%)	27(27%)	48(48%)
Total		47(47%)	53(53%)	100(100%)

The table no. 2 reveals that the Night time was preferred by the majority of the respondents (48%) for watching T.V. while the evening time was least preferred by the students of all sex.

Table 3: Activities performed by Respondents while watching Television

Sr.No.	Timing	Male	Female	Total
1	Eating	12(12%)	18(18%)	30(30%)
2	Reading	18(18%)	08(8%)	26(26%)
3	Household Work	09(9%)	09(9%)	18(18%)
4	Nothing	12(12%)	14(14%)	26(26%)
Total		51(51%)	49(49%)	100(100%)

The table no 3 explains that majority of the respondents i.e. 30%(12% male -18% female) do eat while they watch T.V followed by an equal 18-18% respondents who do read and also do nothing at that time.

Table 4: Respondent schedule of doing Home work and watching TV

Sr.No.	Timing	Male	Female	Total
1	Before watching T.V.	22(22%)	38(38%)	60(60%)
2	After watching T.V.	26(26%)	14(14%)	40(40%)
Total		48(48%)	52(52%)	100(100%)

The table no 4 depicts that 60% respondents (22% male - 38 % female) complete their homework before watching T.V. followed by 40% respondents (26% male - 14 % female) who do homework after watching T.V.

Table 5:Distribution of Respondent spending of Leisure Time on Holiday:

Sr.No.	Leisure Time	Male	Female	Total
1	Watching T.V.	12(12%)	13(13%)	25(25%)
2	Playing Games	17(17%)	11(11%)	28(28%)
3	Walking	07(7%)	06(6%)	13(13%)
4	Reading/Study-ing	09(9%)	25(25%)	34(34%)
Total		45(45%)	55(55%)	100(100%)

The table no 5 represents that majority of the respondent i.e. 34% (09% male - 25% female)do spent their time in reading/ studying on holiday followed by 25% respondents (12% male - 13% female) do watch T.V. on Holiday, 28% respondents (17 male - 11% female) play Games and rest do walking on Holiday.

Table 6: Respondent preferences of watching Television Channels

Sr.No.	T.V. Channels	Male	Female	Total
1	News	03(3%)	05(5%)	08(8%)
2	Games	02(2%)	00(0%)	02(2%)
3	Cartoons	21(21%)	11(11%)	32(32%)
4	Films	10(10%)	07(7%)	17(17%)
5	Education Program	03(3%)	02(2%)	05(5%)
6	Serials	05(5%)	31(31%)	36(36%)
Total		44(44%)	56(56%)	100(100%)

The table no 6 indicates that the serials channels are most viewed by the majority of the female respondents and Cartoons are preferably viewed by the male students . Movies are at the second rank in preference and games are least viewed by all.

Table 7:Attitude of Respondents towards advertisement on TV Channels

Sr.No.	Watching Adver-tisement	Male	Female	Total
1	Like	32(32%)	36(36%)	68(68%)
2	Dislike	20(20%)	12(12%)	32(32%)
Total		52(52%)	48(48%)	100(100%)

The table no 6 shows that among male respondents 32% like 20% dislike watching advertisement on TV. On the other side, in female respondents, 36% like 12% dislike watching advertisement. Majority of the students 68% like watching advertisement on television.

Conclusions:-

Present study highlights the impact of television on school going children. In this study we examined impact of television on daily routine life of respondents and to find out the liking and disliking of television channels. It is observed that 40% male and female respondents like listening Radio than other sources i.e. video games, comics and News papers. The study revealed that 48% respondents do watch TV at late night. Majority of the respondents like eating when they are watching television. The home work is also taken care as 60% respondents used to do their homework before watching television. In all, 34% respondents Reading/Studying on holiday. The study examined that 36% respondents like Serials and 32% like Cartoon channels on television.

On the behalf of above discussion, we came to know that television violence is directly linked to aggressive behavior in children when they spend more time on watching cartoon program. Thus, we can say that television and media have played an important role in shaping children's behavior which may be positive and negative as well.

Positive impact of television on children:

Television helps children to learn about other culture; pre-schoolers can learn the alphabets, colors and numbers from television; Children can get information games on television; children can keep a track of the latest happenings and current events; it is also a substitute for babysitters as they tend to stay when they are watching television and Children can keep a track of the latest happenings and current events.

Negative Impact of television on children:

In the present study we came to know that long watching of television adversely effects daily routine of the students. Children spend most of their time in watching television and it dilute their attention about timely home work. The late night viewers face the problem of eye sight and other health im-

plications. Children who watch television for long hours were observed to be more overweight. The aggressiveness and violent scenes shown on television can create an apprehensive outlook in a child and change him/her behavior. Advertisements influence the eating and drinking habit of the children. They might get encouraged to eat unhealthy, especially high calorie foods and drinking.

REFERENCE

Chompaisal, Sawangchit (1995), "The perceived Influence of Television on Achievement in Children and Adolescents in Thailand" Dissertation Abstracts International, Vol. 56. | Gaikwad, NB (2000), "Parental views about the effects of T.V. viewing on Children's Interest and Activities: Indian journal of Applied Psychology, vol-37. | Hadique Mala and Ahmed Jasmine(1998) "T.V. viewing Time pattern of School Children" Communication, vol.33 No.11, Jan-March. | Kang Jong G.(1997) "Television Influence on Cultural and Societal Values among Japanese Students" Journal of Asia Pacific Communication, Vol-81. | Kennedy Shannon (1997) "Television and Society" Journal of Asian pacific Communication, vol-8. | Saksena, Gopal.(1919) "Television an Instrument of Change", Viduro Vol-28 no. 3, May-June. | Singh, Avtar (1996) "Impact of Television on Socio Psychological Behavior of Urban Primary School Children", The Educational Review, vol- IV, No.-7, July. | Wynn, Janet Crowhover (1997), "The effect of Family Involvement, Homework and TV time on Student Grade Point Average". Dissertation Abstract International, Vol.-57 no.-8. | Yonovtzy, I. (2001) "Mass Media, Social Norms and Health Promotion Effects", Communication Research, vol-28, No.-2.