

SELECTED TV PROGRAMMES AS PERCEIVED BY THE INHABITANTS OF URBAN, SUBURBAN AND RURAL AREAS

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ABSTRACT

The aim of the present investigation is to study the two selected TV programmes—Serial and Cartoon" as perceived by the inhabitants of urban, suburban and rural areas. A group of 150 (50 from each areas) inhabitants of different ages were selected as subjects. A General Information Schedule and Perceived Selected TV Programme Questionnaire were administered to them. The findings reveal that less favourable attitude towards serial was observed by males than females in all the selected areas. Significant difference was observed among females when comparison was made between the inhabitants of urban vs rural and rural vs suburban areas. On the other hand, rural people are less interested towards cartoons than people of urban and sub-urban areas (Area-wise comparison also indicates the significant difference in this regard).

INTRODUCTION

TV is considered one of the best audio-visual lucrative media in our society. People are watching more television than ever before (Unnikrishnan, 1996). Serials have already gained as one of the most favourite and popular TV programme. It can not be considered only as an entertainment package to the viewers but also as the resources to learn many things either positively or negatively from it. Cartoon is another favourite show on television. It not only gives entertainment but also produce great fun to the viewers, specially, to the children. Although cartoons are apparently more entertaining but it sometimes adversely induces the unhealthy behaviour and seriously affect the reading and writing skills of students. Sometimes TV telecasts violent types of antisocial activity and the most serious forms of crime

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(Potter et al 1997). It has also been found that cartoons enhance aggressive behaviour, and sports like W.W.F. also encourage violence and aggressive behaviour of the viewers (Hogben, 1998). Besides this, the multicultural world view of children through lens of television might play a significant role for the development of multicultural belief and attitude in children (Asamen and Berry, 2003). It can be said that the producers are intended to give certain messages through television and try to attract the viewers by entertainment (Bryand and Dorina, 2002). TV is not only considered as an entertainment package, but also assumed to provide some educational programmes for children and adults that have a wide range of variety (Vorderer and Ritterfeld, 2003). Considering the above the present investigation has been designed to study the two selected programmes - serial and cartoon as perceived by the inhabitants of urban, suburban and rural areas.

Hypotheses :

Hypothesis - I : TV programme - serial and cartoon as perceived by the inhabitants of urban, suburban and rural areas are favourable.

Hypothesis - II : TV programme - serial and cartoon as perceived by the inhabitants of urban, suburban and rural areas are differently associated with three different areas.

Hypothesis - III : Male and female inhabitants of urban, suburban and rural areas differ among themselves in terms of perceived selected TV programme - serial and cartoon.

STUDY AREA AND SUBJECTS :

A group of 150 (50 from urban - Kolkata city, 50 from suburban - Hindmotor at Hooghly district and 50 from rural - Chakpara at Howrah district in West Bengal) adult inhabitants were selected as subjects in this investigation. The pertinent characteristics of the subjects are as follows :

- A. Age : 21 to 40 years.
- B. Sex : Equal sex ratio.
- C. Education : At least Madhyarnik or equivalent.
- D. Income : Middle income group,
- E. Duration of stay : At least 10 years in the same place.

Tools :

1. **General Information Schedule** incorporates items like name, address, age, sex, education, occupation, income, duration of stay etc.

2. **Perceived Selected TV Programme Questionnaire**- It consists of

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20 statements (10 for serials and 10 for cartoons) answerable along five point scale from strongly agree to strongly disagree. High score indicates favourable perception. Odd-even split-half reliability is 0.83.

Administration, Scoring and Statistical Treatment:

General Information Schedule and Perceived Selected TV Programme Questionnaire were administered to a group of 150 adult inhabitants of urban, suburban, and rural areas by giving proper instruction. Considering the scoring rationale (high score indicates favourable perception towards the selected TV programme) scoring was done properly. Mean and SD were calculated for each group separately. Comparison was made by applying t-test.

RESULT AND INTERPRETATION :

Data inserted in Table -1 reveals that females of urban, suburban, and rural areas perceive the TV programme serial more favourably than that of the males. Maximum favourable attitude was observed by the females of urban areas, although overall picture reveals moderately favourable attitude towards serial. On the other hand, rural people have less favourable attitude towards cartoon. Further analysis reveals that cartoon is maximum favoured by urban people and then by suburban people. According to them cartoons are more entertaining than other TV programmes and it increases knowledge. Thus the Hypothesis-1 which postulates, "TV programme — serial and cartoon as perceived by the inhabitants of urban, suburban, and rural areas are favourable" is moderately accepted in this investigation.

Table-I: Perceived selected TV programme (serial and cartoon) by urban, suburban and rural inhabitants (Mean scores)

TV Programme	Category	Urban N= 50		Suburban N= 50		Rural N=50	
		Mean	SD	Mean	SD	Mean	SD
Serial	Male	25.6	3.51	26.6	2.17	26.8	2.39
	Female	37.0	1.71	36.6	1.14	35.6	1.18
	Both	31.3	2.63	31.6	1.65	31.2	1.97
Cartoon	Male	33.2	1.64	32.6	1.67	28.4	2.51
	Female	33.4	3.36	31.2	1.48	28.6	2.30
	Both	33.3	2.11	31.9	1.52	28.5	2.42

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Score range : - 10 to 50

High score indicates favourable attitude.

When comparison was made between the inhabitants of urban versus suburban, suburban versus rural, and rural versus urban in terms of perceived TV programme - serial and cartoon, a variety of findings have been revealed in this investigation. Suburban versus rural and rural versus urban female inhabitants differ significantly towards the perceived TV programme-serial. In other comparisons no difference was observed. On the contrary, cartoon as perceived by the inhabitants of urban, suburban and rural areas are differentially associated with three different areas except when comparison was made between the male inhabitants of urban and suburban areas. *

Thus the Hypothesis -II which states. ** TV programme - serial and cartoon as perceived by the inhabitants of urban, suburban and rural areas are differentially associated with three different areas" is partly rejected for serials and is accepted for cartoons.

Table-2 : Comparison among the inhabitants of urban, suburban and rural areas in terms of perceived selected TV programme (Serial and Cartoon).

TV Programme	Category	Urban Vs Suburban	Suburban Vs Rural	Rural Vs Urban
Serial	Male	1.72*	0.43*	2.00**
	Female	1.60*	4.34***	4.82***
	Both	0.96*	1.56*	0.34*
Cartoon	Male	1.82*	9.86***	11.42***
	Female	4.24***	6.73***	8.42***
	Both	5.38***	11.90***	15.00***

* Difference is insignificant

** P<0.05

*** P<0.01

Comparison was also made between the male and female inhabitants of urban, suburban and rural areas in terms of perceived selected TV programme- serial and cartoon. It has been revealed that male group differ with female group in all the three selected areas for serials. On

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the contrary no difference was observed between male and female inhabitants who belongs to urban and rural areas towards the perceived TV programme cartoon. But a little bit difference was observed in suburban areas. Thus, the Hypothesis -III which states, **** Male and female inhabitants of urban, suburban and rural areas differ among themselves in terms of perceived selected TV programme -serial and cartoon**** is accepted for serial ED all the selected areas and rejected for cartoon except in suburban areas.

Table-3: Comparison between the male and female inhabitants of urban, suburban and rural areas in terms of perceived selected TV programme-serial and cartoon.

Selected Areas	t-value	
	Serial	Cartoon
	Male vs. Female	Male vs. Female
Urban	20.72**	0.38*
Suburban	28.90**	4.44**
Rural	23.40**	0.42*

* Difference is insignificant

** $P < 0.01$

CONCLUSION :

In conclusion it can be said that female inhabitants of urban , suburban and rural areas perceive the TV programme serial more favourable than that of the male inhabitants, although over all picture reveals neither favourable nor unfavourable attitude towards serial. On the other hand urban inhabitants perceive the TV programme cartoon more favourably than that of the other two groups i.e. inhabitants of suburban and rural areas. In this regard, no difference was observed between male- and female inhabitants. Analysis of, data, also reveals that the inhabitants unfavourable attitude towards the selected TV programme was mainly due to the deterioration of interpersonal relationship, creation of aggressive and violent behaviour among the children, deterioration of study and work habits, encourages copy habits which is not healthy and good at all. They also expressed that adequate measures should be taken in this regard so that the inhabitants of all the areas should get good things from TV programme.

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