

## **Television as a Dominant Source of Infotainment among Youths in Bangalore City**

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**Abstract:***The present study is to examine the television is a dominant source of infotainment for youths in Bangalore city. Television has direct and straight relation with youth's lives. At early stage of their life they become familiar to several programs of television. The early exposures to the television the youths are mainly depend on television as an important media for their information and entertainment. Television plays a significant role in the lives of youths, in the development moral formation and attitudinal change in the daily lives. Youths are more intelligent in understanding a choosing their content from television programs. The most significant social trends during 21st century involved the rise of television as the dominant leisure time activity for most people in nations where television was widely available. The prime aim of this study is to find out the how television is an important source for their infotainment Television is not only eroded values; it has also managed to group out old-fashioned conversation and more amusements like reading. Family members have now retreated into a cocoon to watch different programmes. Television today, plays a major role in shaping the society. It has a vast impact on Indian society and this effect is both positive and negative. The advent of television has changed and reformed Indian society to a great extent. In this present study the survey is conducted to know how television is an important source of information and entertainment for youths.*

**Key words:***Television, youths, information, entertainment, Bangalore city*

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### **I. Introduction**

Media is a channel through which information is transmitted. Mass media is a term used to denote as a class, that section of the media specifically conceived and designed to reach a very large audience. Media is a transaction of the term media of communication, referring to those organized means of dissemination of facts, opinion, entertainment and other information. In short, it is a blend of various media to name a few of them is the radio, television, newspaper and new media etc. Every media has a great responsibility to the public. The fundamental work of the media during the pre-independence era was to make the people aware about the functioning of the government. The communication media has played a significant role in order to bring about social and economic changes and standard of living as well as to build the gap between the countries, television as a media has become very important. Television is the predominant medium of mass entertainment in the second half of the twentieth century. It is a highly competitive industry driven by advertising sales, pursuit of higher profits and ratings. Drawing closer and maintaining a large audience towards television is of chief importance. Different programme telecasted to attract and as well to entertain was the prime motive. For programs it is important to hold back the audience with new concepts I the programmes. In terms of audience penetration, television is the most mass of all the mass media. Television touches our lives more intimately, more seductively, and more persuasively than any other media. Television is arguably the most powerful medium in the world today as people tend to associate themselves to it. Tome extent television has been successful in influencing people's life and changes their standard of living. Television has recognized and appreciates the role of mass media in communication, in contemporary society, and it codes, forms and conventions of the various mass media. It also recognizes and constructs a sense of what the world is or how it works. By analyzing and evaluating the various mass media, television includes their sources, intents and underlying values.

Soon after television established its dominance over print, young people who recognized they were being shut out of the dialogue of democracy came up with a new form of expression in an effort to join the national conversation the demonstration. This new form of expression, which began in the 1960s was essentially a poor quality theatrical production designed to capture the attention of the television cameras long enough to hold up a sign with few printed words to convey, however plaintively a message to the people. Even this is now rarely an avenue for expression on national television. The most significant social trends during the last half of the twentieth century involved the rise of television as the dominant leisure time activity for most people in nations where television was widely available. This trend was especially strong in the western societies where television has occupied about more than 60% of leisure time for most people in the early twenty-first century. This translates into an average of three hours of television per day, although some of this viewing is done while

engaging in other activities. Many theorists and scholars have sought to explain how television has come to dominate leisure time. Others have tried to assess the consequences.

Television can be regarded as the latest in a series of advances in communication technology that have enabled mediated forms of communication to steadily displace older forms of free time activity, including many activities that involved face to face or group communication. Many researchers have argued that these media gradually displaced neighborhood gossip and family story telling. Urban people have difficulty in indulging traditional communication activities into their regimented lives. By the time that television emerged as a mass medium in the late 1950s and early 1960s, mass media already was an important means of entertainment. During the decade after its introduction, television displaced other mass media form newspaper, movies and radio to books and magazines. All of the competing media industries had to be recognized during the 1960s to survive as television took away their audiences and advertising revenue. Most survived by eliminating content or services that competed directly with television. Radio stopped broadcasting dramatic content that told stories and shifted its focus to music. In what was for many years a losing battle for a mass audience, the movie industry expanded the size of viewing screen and improved the sound. Newspaper tried to provide in-depth coverage of the news stories introduced on television. Magazines stopped distributing mass entertainment content and focused on delivering specialized entertainment and information. Television becomes the dominant mass medium and all other media adapted to fill niches left them by television.

Television is not only eroded values; it has also managed to group out old-fashioned conversation and more amusements like reading. Family members have now retreated into a cocoon to watch different programmes. It's cultural wasteland on television a parody of Game shows, violence, sadism, private detectives, cartoons etc., and on-going commercials, reality shows, cajoling and offensive. The only difference perhaps is television happens to be domestic. Yet, the staple diet of programmes has been more of mild comedy. The television is also called as the latest arrival in the family of mass communication. More than 85% of the country's population has been covered by television. Before the radio was a major source of infotainment in the rural areas since it was cheapest as well as the oldest means of communication. Now television has taken the place of the radio and its price has also come so low that any farmer in the rural area could afford to buy it. Besides this television also has played an important role educating farmers in their farming techniques. Programmes related to this would be showed on television and the farmers could view as well as learn the latest techniques used in farming by the foreign countries.

Television also has a major part in colonizing the life style of the people especially in the third world countries. The beginning of this would be raced as soon as the transnational channels came up. Most of the programmes in this showed the western culture, their living styles and patterns and this had a great influence on the people. Most of the audience tried to change themselves and adapted more or less to western culture and the way they thought about life. This to some extent made people think broadly keeping their traditional values in their mind. This has led to a lot of developments. People began to analyze their potential and caliber. They began to look for all their open attendance in front of them. A very good example would be that in the case of Indian women. During the pre-independence era as well as some years after independence women were not considered to be eligible candidate for office work. They were supposed to sit in the four walls of their house, look after children, and cook for their family. Television viewing and its relationships to change values in youths in Bangalore is very important in the present study. In India is once again grappling with the question of dependence and of economic dominance entailed in globalization. In India, the globalization process operates through the introduction of products including, but not limited to, media programming and other daily consumer goods, which many argue are rapidly changing the culture of our society. The privatization of Indian television has promoted western values in the country. The scholars and academician has refer to this phenomenon as 'hybridization' which is explained as the emergence of a totally new culture due to the intermingling of the traditional, conservative Indian value-belief system with the relatively free, liberated, capitalist way of life. The present research is to proposes to measure how television as a dominant source of infotainment among youths is related to the emerging trends in the context of India and if there is a relationship between the amount and the kind of Infotainment one consumes, and consequent changes in behavior and values.

## **II. Television in India: Past to Present**

Today television has become an integral part of our lives. However, television is a recent invention. Very few homes had television sets in fifty years ago; also till the 1990s Doordarshan was the only channel available to a vast majority of Indians. Taking into account any of the parameters of change in the television landscape- the number of television sets, terrestrial transmitters, the domestic and foreign channels, variety of progeammes, proliferation of television production agencies- it is clear that there has been a significant change. For long time, television in India was considered a luxury and mainly encompassed as a vehicle for development and for diffusion of innovations. Initial broadcasts focused mainly on instruction and rural development while emphasizing agriculture, family welfare, health and literacy. The next landmark in the

history of Indian television was the introduction of color television in 1982 coinciding with 9<sup>th</sup> Asia games. This was followed by a phase in which Doordarshan started to telecast programs based on popular culture with mass appeal.

Television was introduced in India as an experimental educational service in Delhi in 1959, with regular daily broadcasts beginning in 1965. Between 1972 and 1975, TV transmitters began broadcasting in Bombay, Srinagar, Amritsar, Pune, Calcutta, Madras and Lucknow. India established a hybrid TV broadcasting system which is supported by satellites as well as by terrestrial transmitters. In 1975-76, NASA loaned India the Application /technology Satellite-6 (ATS-6) to conduct the Satellite Instructional Television Experiment (SITE) in 2,400 Indian villages. Doordarshan gained valuable experience in the development of software, training of technical and production staff, and in broadcast management. In late 1982, the black-and-white TV system was changed to color during the Asian games in India. India's second communication satellite, INSAT-1B was launched in October 1983. Early 80s up to 1991 saw the advent of color television in India. As more and more households started purchasing TVs, the audio visual impact started increasing. Television becomes more dynamic form of advertising. This saw a decline in the revenue share of print media, but still its position was strong enough at more than 65%. Year 1991 onwards saw the advent of satellite channels. There were big private players like Star, Zee, Sony and some other regional networks have entered the market. This is a greater dominance of emergent of television media in India.

During 2003 onwards within the country were running specialized channels catering to various segments of the market. The revenue share of broadcast media industry had risen to more than 35%, further lowering the dominance of print industry. It is evident that TV as a media has grown substantially in last two decades and offers a plethora of opportunities for growth. Thus it becomes a lucrative sector for career development and advancement. Liberalization and deregulation of the broadcasting system in India took place in the last decades of the 20<sup>th</sup> century and ever since, India has been deluged with all sorts of foreign programming and multinational channels. In India television market is opened to the import of programming, changes in existing programs and the massive inflow of imported feature films and cartoons. Similarly in India, the launch of the multinational channels in 1991, this was soon followed by other multinational and other regional channels are exposed the dullness of the Indian programming and made cable television a very popular programme in household in India. The entries of multinational channels have supported and origin of regional channels and these channels are also based on the global formats. On one hand, such programming is a constant source of information and entertainment.

### **III. Social Effects of Indian Television**

Television has intense impact on our society. It has changed the life styles of the people and has turned out to be most influence in our society and culture. Like print media, which took several years to have its impact on the culture, the effect television was almost immediate. Television has occupied a significant place in homes and as a result, it is certain to make an effect and impact on the youths, individuals and the society as a whole. Television was a bizarre thing when it was first introduced in India. It was introduced in order to educate the people and create awareness among the people. However, today Indian television, apart from providing knowledge and creating awareness also provides entertainment. It is many ways influencing the society with its various programs. Like any other technology or development, television also has some negative effect but we cannot forget or overlook its positive effect. It helps us remain connected with the world by providing news and information about the on-goings in the society and world at a large.

Television today, plays a major role in shaping the society. It has a vast impact on Indian society and this effect is both positive and negative. The advent of television has changed and reformed Indian society to a great extent. Some of the positive impact includes. It has helped in getting new information and has created awareness among the youths and general public. It helped in breaking the social barriers as well as in abolishing social evils. It is a platform for showcasing and grooming new talents. In total television has helped to globalize various Indian cultures. The negative impact of television includes socialization has declined to a great extent and it has also affected the eating habits, decreases concentration etc., The intention behind the expansion of television was to educate people and make them aware about the latest developments. This was one of the easiest ways to educate even an illiterate. However, in recent years we can easily see that this concept is no longer surviving. People are getting glued to television, in order to see soaps, fashion and reality shows. They are rarely concerned about the actual news. Even news channels today are more like entertainment channels. They have surely made a deep dent on Indian culture, where people are forgetting their culture and values and are getting washed with the western culture. People have stopped reading books and they believe that they can learn more from television. The advent of satellite technology, television has been credited to bringing about the globalization process because of its extensive international reach of programmes. In this age of multi-channel global television, the world is shrinking and the geographic barriers are being broken because of the evident flood of international television programs throughout the world and in India also.

#### **IV. Rise of Infotainment in Indian Television**

The evolution of infotainment has paralleled a process of globalization. For many observers, the globalization process has produced a cultural homogenization of human manifestations and media products. The rise of infotainment has also been accompanied by a devastating trend toward media concentration. 10 mega corporations controlled most of the production of information and entertainment throughout the globe. They produced a global media culture, bringing together TV, film, magazines, newspapers, books, information databases, computers, and other media, and producing a networked multimedia infotainment society.

Infotainment—information and entertainment—media content or programs that mostly disseminate information regarding current issues of importance charged with deep entertainment with paramount purpose and planned efforts to gain popularity among audiences members. Information-based programs saturated with entertainment to attract audience psyche and also to keep alive their attention throughout presentation. Infotainment programs cover variety of complex issues of almost all realm of life and present them in a very interesting manner to indispensable/primarily to create not only understanding but to bring about positive desired change in attitude of viewers and to help them to set down opinion. Infotainment programs are way of gathering verification through live conversations. These conversations come in the form of discussing opinion polls, conducting interviews, or addressing possible solutions. Dialogical arrangement allows anchors to control the program's messages and can interrupt true critical analysis of a topic.

The term infotainment denoted for a bunch of program types which come as a result of mixture of two types generally information-oriented and entertainment-based genres of television programming. Basically Infotainment is a derogatory term often used to explain the ebb of hard news and public affairs discussion programs. Most of these programs include shows based on parodies, funny analysis and moral issue based comedy to entertain viewers. Since the inception of twenty 1<sup>st</sup> century focus of television programs have slightly shifted toward programs which provide information packed with comedy and fun. News and current affairs including political issues, politicians and party leaders and bureaucrats is prime target of such programs. Viewers from developing world countries who are facing many problems in their daily lives consume such programs for emotional release and catharsis purpose. These hybrid programs have created a complex vision with a potentially wide range of impacts on public information, political communication, and democratic setups. Many scholars have found that that infotainment programs generally focus news of the day to combine it with comedy, sitcom, imitations, songs etc for the purpose to make such programs funny interesting and informative. However initially it was considered that through these programs we are “gratifying ourselves to death” by forsaking print-based, rational-critical information in favor of entertaining televisions’ laughing stock which has short attention spell and story form with dramatization but with passage of time this fear has been over ruled as now a day almost every channel broadcast infotainment shows.

In the light of above discussion it can be concluded that Informative and entertaining formats continue to become more deeply integrated in line with efforts to learn about the world and to make political decisions. The emergence of infotainment has created a media landscape structured by the competing forces of fragmentation in viewers. In terms of technology, the large-scale adoption of cable television, the development of satellite and digital delivery systems, and the continued expansion of the Internet have led to an unprecedented multiplicity of channels and informational sources. With the growth of media viewers have also become fragmented and specific to the desired contents and among these contents infotainment has gained significant popularity. Widespread infotainment programs significantly lowered the importance of traditional television contents and styles. In India it has seen widespread growth of media since 1992 and competition to achieve high rating has led this media to adopt popular culture of infotainment. In India almost every channels have infotainment programs and even news bulletin are produced in a way that it combines entertainment and information. India's privately owned electronic media has witnessed the introduction of conglomeration which is adjunct by widespread commercialization. This has resulted into re-conceptualization of all media forms not as public service, but as for-profit products. The inception of private channels in our society has revolutionized the society in many aspects particularly in field of information and entertainment. Due to social, economic, political crisis along with several social crisis phenomena, attachment of viewers has increased with media in India. It is generally assumed viewers usually prefer to watch the TV for relaxation but in today life it is very difficult to differentiate between infotainment and entertainment programs. It is also observable that many individuals prefer to watch infotainment programs for verity of purposes which are to be scrutinized. In India there are so many Infotainment programs but following programs have captured reasonable popularity.

#### **Objectives of the study**

In view of the television as a dominant source of infotainment for youths in Bangalore the following objectives has taken into consideration for the further study:

- ❖ To understand the television viewing, consumption as source of infotainment among youths in Bangalore city

- ❖ To explore the extent of liking programs among youths in Bangalore city
- ❖ To understand the television impact on youths.
- ❖ To understand how youths are watching television in Bangalore city.

### **V. Research Methodology**

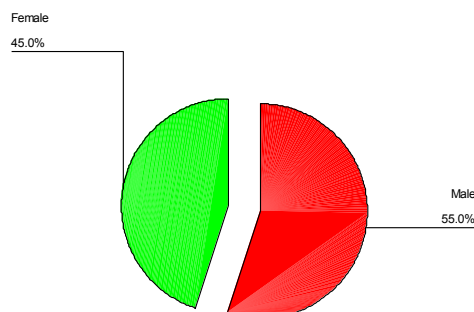
The present study aims to examining the phenomenon on how television is a dominant source of infotainment for youths in Bangalore city. For the present study survey research methodology was used to explore to answer to objectives. Survey research is one of the most important areas of measurements in applied social research. The broad area of survey research encompasses any measurement procedures that involve asking questions of the respondents. A “survey” can be anything forms a short paper-and-pencil feedback from to an intensive one-on-one in-depth interview. In this present study I used the questionnaire schedules for data collection. Questionnaires are an inexpensive way to gather data from a potentially large number of respondents. A well-designed questionnaire that is used effectively can gather information on both the overall performance of the respondents. For data collection questionnaires were administered to adults in the age group between 18-33 years. The study was conducted in Bangalore city, in the month of July 2014. Data was collected through questionnaire consisting of three parts: in the first part it is demographic information of the respondents, gender and educational background. For analyzing the data, SPSS program were used. The group will comprise students (youths) who are between the age group of 18-25 years. A group of students and even the youths who work who preferably have access to all the three media will be taken and would be administered questionnaires which contain closed ended questions. With the close ended question and various options give the sub just ie expected to tick or choose one answer from given option. This will help the researcher to make the subject come straight to the point and further questions.

Further once result is attained the researcher codes the result obtained from each questionnaire sum it up and use percentage analysis with pie chart. Mainly data analysis would be concluded by inserting the coded results in a pie chart. In the present study the researcher is believes the graphical representing would make the result more clear and precise. Graphical representation was any person who goes through the research to analyze the exact result of the survey in a glance and to analyze whether the conclusion draw out of the survey is carried or incorrect. There are one hundred schedules were used to collect the data. Most of the questionnaires were used for the survey are administer in the interviewees directly by researcher. Some of the questions after the pre-testing were altered and most of the samples had problem understanding the term infotainment. The researcher is used one hundred samples to collect the data for present study through questionnaire.

### **VI. Findings and analysis**

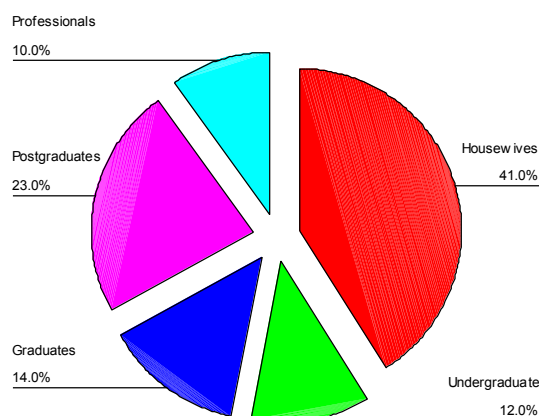
Questionnaires were distributed among hundred samples especially youth between the age group of 18-25 year old. The samples included students from undergraduate, graduate and post graduate levels, some of the samples from the age group of 22-25 also involved professionals especially B.P.O workers ad also housewives.

**Graph No. 1 Gender respondents**



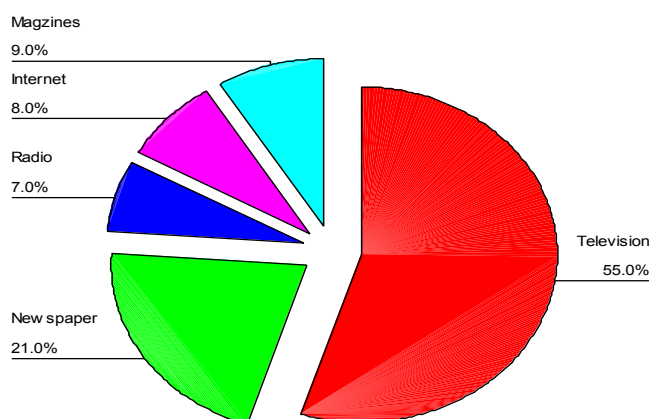
Graph 1 a pie chart showing that the television viewing among different gender of both males and females from the total samples of 100 respondents on which the questionnaire were distributed and survey was carried out. There are 45% of respondents are female and 55% of respondents are male respondents have given their opinion on how television is and one of the most important source of infotainment among youths.

**Graph 2 Different educational levels of the respondents**



The pie chart of graph 2 shows that the different educational levels of the respondents who have opined for the present study. Both genders have given response for the study. There are 41% of respondents are housewives, 12% of respondents are belong to the undergraduates, 14% of respondents are graduates, 23% of respondents are post graduates and 10% of respondents are professional degree and educational background who are mainly belong the workers in BPO and others. On taking the survey it was found that almost 99% of respondents watch television and 1% is exceptional because they might be depend on other media. The above graph indicates that the all levels of educational background of youths were watching television and it is the important dominant source of infotainment for youths in Bangalore city.

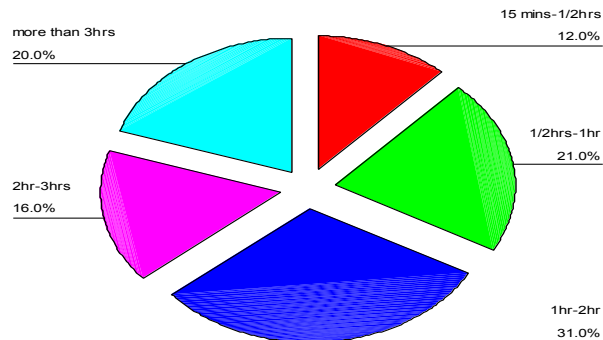
**Graph 3 Media for daily means of information and entertainment.**



The above graph 3 shows that the usage of different media among youths for the purpose of infotainment in Bangalore city. There are 21% of respondents use newspaper for their infotainment, there are 7% of respondents depend on radio for their information and entertainment, there are 55% of respondents have said they depend on television for their information and entertainment. There is 8% of respondents have said they depend on Internet for their information and entertainment, and 9% of respondents said they are depending on magazines for their information and entertainment. The above graph 3 clearly indicates that which media is very competitive informative and entertainment media among youths in Bangalore city. Television is highest viewing among youths for their needs of information and entertainment, compare to newspaper, radio, magazines and even new media of Internet is taking next place as a giving information and entertainment to youths. The post important mass media of newspaper is next to television as an important information and entertainment medium for youths. Majority of the youths reads newspaper for their information compare to other media such as radio and Internet. Information and entertainment have often been considered different categories of media. However, the line between these two categories has become an important infotainment for youths. While some believe that news for entertainment purposes destroys the authority of the news source and can distract or misinform the youths, others think that it can lead to more informed youths with higher involvement in watching the television programs. Either way, infotainment is having an impact on viewers that

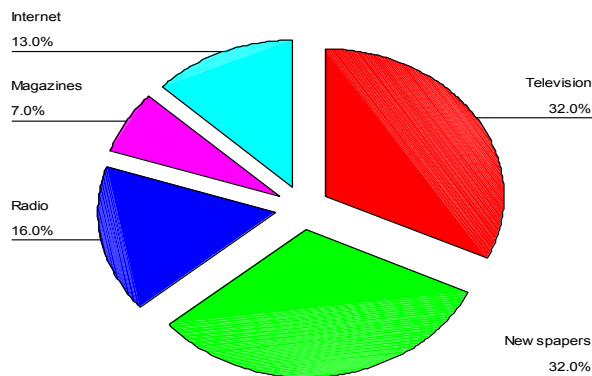
should be noted and researched. Finally the study found that television is most important source of infotainment for youths in Bangalore.

**Graph 4 Time spent on watching television by youths**



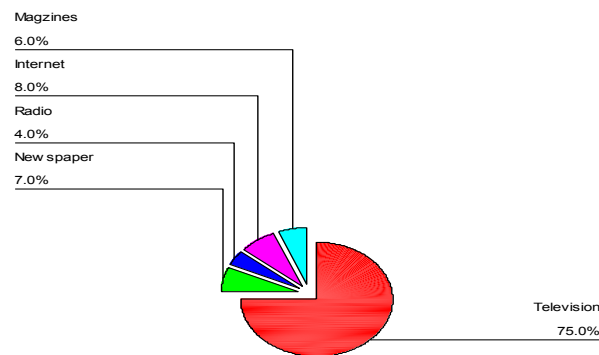
The above graph 4 represents the youths spent time on watching television of their information and entertainment. There are 12% of respondents have said they watch television 15 minutes to half an hour in a day. There are 21% of both male and female youth respondents have said they watch television half an hour to one hour in a day, there is a 31% respondents have said they watch television up to two hours in a day, there are 16% of both male and female respondents have said they watch television up to three hours in day. There are 20% of respondents have said they watch television more than three hours in a day. The study found that majority of respondents watch television more than one hour for their information and entertainment. It is clearly indicate that youths will addict the television media for their infotainment.

**Graph 5 Youths depend different media for their news**



The pie chart 5 have explain about the youths are depending various media for their news and other information. The study done to see how television is in capable of brining timely and prompt new to its audience and whether the right news at the time of right point of time was available to its audience. There are 32% of respondents have said they depend equally newspaper and television for their news and information. There is hardly 16% of respondents have said they depend to listen news from radio, 13% of respondents have said they depend Internet for news and information. Hardly 7% of respondents are depend magazines for their news and information. The present study found that newspaper and television are the very important news source for youths.

Graph 6 various media impacts on youths



The graph six shows that the impact of various media on youths in Bangalore city. There is a 75% of youths depends on television, 7% respondents have depends on newspaper, 4% of respondents depend radio, 8% respondents depend Internet and 6% of respondents depend magazines for their information and entertainment. The above graph indicates that television is most influenced media on youth and next the new media of Internet is most influenced media on youths. The study found that television is one of the very influencing media and good sources of medium which creating a great impact on the youths. Television programs content and message is very clearly conveyed and the information that they receive is well registered in their minds and will remain a longer time when compared getting information and entertainment form other medium. The research assume that it is because television has both audio-visuals which works together when a programme is shown and this helps in imprinting the whole message in the minds of the audience when compared to newspaper and radio. After newspaper the sample believed it was the Internet than radio. Finally the study found that television is considered a good source of infotainment among the youths in Bangalore city.

## VII. Conclusion

The present study tried to find out the how television is a dominant source of infotainment among youths in Bangalore city. The study was conducted by administering surveys of 100 samples were taken for the study who are residing in Bangalore city, who were between the age group of 18-25 years. There were significant findings were found in the study. Youths in Bangalore city clearly demonstrated having a belief system that reflected hybridity. The study was found expected result and usage of various media impact on youths. The study found that newspaper and television are very influencing media on youth's infotainment. The study found that insome extent Internet also important infotainment medium for youths in Bangalore city. The study is clearly shows that youths are less depend on radio and magazines for their information and entertainment. In the present study it is found that the youths are watching television more than an hour in every day, it shows that majority of youths are always depend the television as their infotainment medium.

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