



Influence of Television Viewing on Values of School Students in relation to Gender and locale

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Abstract: Exposure to television is almost universal in India and other western industrialized nations. Although the popularity of television is widespread, there is good reason to be concerned about its effect on children and youths. It has as much potential for good as for ill. Some experts argue that because television presents a complete date to the senses in heavydoes it encourages reduced mental efforts and shallow information processing. Children because of their status as potential victims, helpless before this influence, must be protected for the sake of their future. So this study throws light on the effect of Television Viewing on values of school students who are studying in grade 8 to grade 12. The data related to values was collected from questionnaire standardized by Dr. R.K.Ojha. The sample of the study included 250 school students out of which 125 are male students and 125 are female students. It was found that is no significant difference on values between the children (T.V. viewers) who belong to rural area and the children (T.V. viewers) who belong to urban area. So, rural. T.V. viewers and urban T.V. viewers are similar on values. Also the male children (T.V. viewers) are higher on theoretical value (.02 level) and political value (.05 value) than that of the female children (T.V. viewers)

Keywords: Television Viewing, Values

Introduction

T.V. viewing has been playing a significant role in encouraging people to be literature, specially adult who could not get their education due to any circumstance of life people get motivated themselves for adult education (Hunt, 1981). Those who are heavy T.V. viewers, generally become the victims of being violent. The reason behind it, our sense-eye perceives maximum percentage of our learning (change in behaviour) due to it people easily become the victim of being violent (Wober, 1978).

T.V. viewing instills the feeling of racism in the people towards the other races, so they start respecting the other religions and castes. (Pierce and Carew, 1978). Heavy T.V. viewers generally become the victims of T.V. causing disease named as -T.V. epilepsy child whose room is dimly lighted and watches T.V. heavily. He becomes usually victim of this type of disease (Amer and Paterson, 1978). The effect of T.V. on suicide rates with the plea to examine the prevailing proposition that rise in T.V. coverage of suicide encourage, and also encourage suicide rate in the real life (Horton et.al., 1984) T.V. helps in the process of national building in numerous ways as adult education and new technology to rural masses. (Joshi, 1985)

Those who watch T.V. more hours are generally found in good interaction with family because they watch T.V. together (Schroeder et.al., 1983) T.V. viewing affects the reading of the children. Murray and Kippax (1978) found that reading is generally declined when television was available. T.V. viewers are of having more tension because they generally find themselves very much excited even on very tinny things also. Goldie (1947) Due to T.V. as audio-visual means so, it can also do maximum effect on us through various programmes and series. T.V. viewers are generally found buying those products being advertised through T.V. T.V. viewers believe in show off. (Sharps, 1978).



OPERATION MEANING OF THE TERMS USED

T.V. Viewing:

- a) In the present study, T.V. viewers are considered those students who watch T.V. morethan 8 hours in a week.
- b) Non T.V. viewers are those students who watch T.V. less than 8 hours in a week.

Objectives of the study

- 1. To study and to compare the value differences among Male children (T.V.viewers) and Female children (T.V. viewers).
- 2. To study the value differences in-between the children (T.V. viewers) who belong to Rural area and the children (T.V. viewers) who belong to Urbanarea.

Hypotheses of the Study

- 1. There exists no significant difference between values of Male children (T.V. viewers) and Female children (T.V. viewers).
- 2. There exists no significant difference between values of the children (T.V. viewers) who belong to Rural area and the children (T.V. viewers) who belong to Urban area.

DELIMITATIONS OF THE STUDY

Due to shortage of time and limited facilities at the disposal of the investigator, the presentproblem was delimited in the following areas:

- i) The scope of study is delimited to 240 students -120 male and 120 female studentsstudying in Rohtak district of Haryana.
- ii) The study was restricted to four schools selected randomly from the Rohtak District.

Tool Used:

Keeping in view of the problem in mind following tools were selected for investigation:

- i) Study of values by Dr. R.K. Ojha
- ii) Personal Data sheet prepared by the investigator himself.

TABLE -1.1: Means S.D's, SEM's and 't' ratios of male children (T.V. viewers) and female hildren (T.V. viewers) on values

Variable	Male Children (60)			Female Children (60)			't'
	Mean	S.D.	SE _M	Mean	SD	SE _M	
Theoretical	44.78	4.90	.633	42.33	5.91	.763	2.47*
Economic	36.28	6.33	.818	37.46	5.83	.752	-1.07
Aesthetic	32.00	8.87	1.145	33.15	7.54	.974	-.76
Social	45.55	5.48	.708	45.00	6.14	.793	.52
Political	44.58	4.93	.637	42.55	5.43	.702	2.14**
Religious	36.98	7.725	.997	44.40	37.66	4.862	-1.49



The above table depicts that on theoretical value, the mean score of the mean score of themale children (44.78+6.33) is is more than that mean score of the female children (42.33.763). The 't' ratio comes out to be 2.47 which is notable at .02 level. The result shows that male children have more theoretical value in comparision to the value of the female children. On political value, the mean score of male children (44.58+.637) is more than that mean score of female children (42.55+.702). The 't' ratio is 2.14 which is notable at .05 level. The result shows that male children are higher on political value thanthat of female children. On economic value, artistic value, social value, religious value and academic achievement, no notable difference was observed among male children (T.V. viewers) and female children (T.V. viewers). Thus it can be concluded that male children (T.V. viewer) and female children (T.V. viewers) are similar on economic valueartistic value, social value, religious value and academic achievement. Thus the hypothesis, "There exists no significant difference exists among the male children (T.V. viewers) and female children (T.V. viewers) on values." has been partly accepted. The another hypothesis, "No notable difference exists among the male children and female children on academic achievement." has been accepted.

TABLE -1.2 : Means S.D's, SEM's and 't' ratios of the children (T.V. viewers) whobelong to rural area and the children (T.V. viewers) who belong to urban area on values and academic achievement.

Variable	Rural T.V. viewers (53)			Urban T.V. viewers (67)			't'
	Mean	S.D.	SE _M	Mean	SD	SE _M	
Theoretical	43.71	5.74	.789	43.43	5.42	.663	.28
Economic	36.79	6.89	.947	36.94	5.42	.662	-.13
Aesthetic	33.16	10.02	1.376	32.10	6.50	.794	.70
Social	45.25	6.64	.913	45.29	5.09	.622	-.05
Political	43.00	6.057	.832	44.01	4.55	.556	-1.05
Religious	43.92	40.37	5.546	38.13	6.86	.838	1.15

The above table shows that on theoretical value, economic value, artistic value, social value, political value, religious and academic achievement, no notable difference was observed among the rural children (T.V. viewers) and the urban children (T.V. viewers). Thus, it can be concluded that the children (T.V. viewers) who belong to rural area and the children (T.V. viewers) who belong to urban area are similar on theoretical value, economic value, communal value, artistic value, religious value, political value and academic achievement.

Thus the hypothesis, "No notable difference exists in-between the children who belong to rural area and the children who belong to urban area on values." has been accepted. The another hypothesis, "No notable difference exists in-between the children who belong to rural area and the children who belong to urban area on academic achievement." has been accepted.

Findings of the Study

1. There is no significant difference on values between the children (T.V. viewers) who belong to rural area and the children (T.V. viewers) who belong to urban area.



So, rural. T.V. viewers and urban T.V. viewers are similar on values .

2. The male children (T.V. viewers) are higher on theoretical value (.02 level) and political value (.05 value) than that of the female children (T.V. viewers).

RECOMMENDATIONS FOR FURTHER STUDIES

The present study directly or indirectly throws up certain possibilities of conducting a few relevant researches, which could have been more than values, modernisation, aggression and academic achievement. Some suggestions for the further studies are:

1. The study was conducted on a sample 240 (120 male and 120 females) students of Rohtak district. This study can be replicated on large and more representative sample.
2. The present study was confined to 8th and 11" classes only. In order to arrive at generalisation, this study may be conducted on the various classes and on various age groups of students.

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