TELEVISION REALITY SHOWS AND THEIR INFLUENCE ON YOUTH IN GUJARAT WITH RESPECT TO THE BROADCASTING CODE OF CONDUCT BETWEEN YEARS 2006 – 2011.

SYNOPSIS

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Introduction

India is a diverse country. Indians can express themselves in 850 different ways in terms of languages and dialects (Gupta 2014). There are multiple socio cultural regions, each of them having its strong insight specific to the region; multiple communities, religion, living styles, habits, behaviour pattern, food, fashion etc. For the *Moughals* of media and communications Indian diversity has been one of the most intriguing and challenging parts.

There have been many trends in the media and entertainment industry. Indian media industry has seen a long journey from pre independence era to the recent years. Some of the major turning points of this journey have been the beginning of press, radio, television, satellite television and now the internet. All these platforms have been creating content for diverse India. One of the recent trends in content that youth of India is trying to catch up with; is reality shows.

This inter disciplinary research intends to focus on influences of reality shows on youth. Reality shows are designed for youth. This was the primary reason behind zeroing down the statement of the problem. It is critical to analyse the adherence of Broadcasting Code from socio-legal point of view. Youth contributes the highest to any society from all aspects. In a country where television was originally introduced for information, education and entertainment – the research needs to find out what values do reality shows cater to. The main objective of the present investigation was to collect data from the primary sources in order to arrive at nearly precise solution of the problem. This was the reason why the researcher conducted an empirical study.

Growth of Television

In India most of the mass media grew under the British Raj influence. It started off with the growth of print media, with the first newspaper "The Bengal Gazette"(Divan 2010, 291). Two other major developments in mass media were first film screening by the *Lumiere Brothers* in 1895 in Mumbai (Kumar 2013, 166) and first Radio

Broadcast in 1927 (Kumar 2013, 252). Technically three of the major mass media of India saw their development under the British Raj.

It was in 1959 (Kumar 2013, 295) that Television Broadcasting started in India, which was twelve years after India got independence. Unlike all the other media television was privileged to have developed under free India. TV broadcasting in India was completely under the monopoly of Ministry of Information and Broadcasting under the name of Doordarshan. India saw very rich satellite television experiments in 1975-76. This was an experiment to overcome the challenge of transmission to remote villages through the terrestrial network. Television had education, information and entertainment as its core function under the government regime.

Cable and Satellite Television

When the Gulf War broke out, urban Indians learnt that it was possible to watch the Gulf War on television; they bought dishes for their TV sets. CNN covered the War news live. Watching real event live was per se the biggest reality show that the entire world witnessed. First the five star hotels that were connected through cables internally showed the War from CNN live with the help of the dish antennae. Later it reached the cable homes as there was a growing demand from viewers; who already owned cable connection, to see the Gulf war.

From the large metros satellite TV delivered via cable moved into smaller towns, spurring the purchase of TV sets and even the up gradation from black & white to colour TVs.   This was followed by the launch of satellite television channels in India. The cable distribution set up was ready thanks to Gulf war and local programming on cable.

Initial few years of development made its way for many big players in the market. It started off with ATN, then STAR TV, STAR Sports, MTV, BBC; India was looked upon as a mature broadcast market. Hindustan Times, Sony Corporation, Enadu TV besides Star and Zee were ready to launch their new channels. There was a strong inflow of TV channels and cable operators had limited space to offer to the viewers. Catering to more TV channel needs would have meant more sophisticated systems to distribute. This gave a birth to Multi System Operators (MSO) who had more

sophisticated know how to cater to more channel needs. The situation started becoming chaotic as many individual players got merged into bigger players. Some of the biggest cable network owners in India were Siti cable owned by Zee group and In Cable owned by Raheja group (Khandekar 2013, 71-72).

The market was ripe for multiple players including the regional ones. India was looked up to as a mature broadcast market. The Cable Television Networks (Regulation) Act was passed in 1995. The distribution in Indian television industry grew at a tremendous rate in just ten years. This made room for multiple players, multiple genres, multiple languages and more experimentation in terms of the form. Finally the Indian viewers had many more options available in almost all possible genres.

Today, India is endowed with hundreds of television channels creating tens of thousands of hours of content on a daily basis. Gujarat has been at the epitome of all the happenings in the TV industry from viewer's point of view. Television ratings have proven Gujarat as a key market for many daily-soaps like *Kyonki Saas Bhi Kabhi Bahu Thi* successful.

Reality Shows

Alan Funt, who is considered the pioneer of Reality Television, did a TV series called *Candid Camera* in 1948. This was the first example of a Reality show. The show had scripted reality, something that would showcase how people would respond; most of the reality shows even today are in this format (Slocum 2013).

In India in early nineties shows like *Meri Awaz Suno* (DD) and *Sa Re Ga Ma* (Zee) as well as umpteen number of talent hunt shows on regional networks opened this category. The real big movement happened with STAR Plus signing up with *Who Wants to Become a Millionaire* and bringing in the game show format to India in the name of *Kaun Banega Crorepati* (KBC). Many formats like *Indian Idol, Fame Gurukul, Bigg Boss, Zalak Dikhalaja, Nach Baliye, India's Got Talent*, and *Roadies followed*. These made reality shows a must have criteria for all TV channels (Sinha 2013, 3 – 4).

Today whether it is a regional channel or a Hindi channel, Reality show is a part of every programming team's strategy. There are channels like Bindaas and MTV which

are just known for their reality shows. Reality shows in India have invited a lot of participation from people, across class and age groups; there are forums which keep discussing the impact of reality shows on the minds of youth. The fact remains that these /reality shows are by the looks of them very moving. They bring in an experience which creates a world of make belief.

There are famous shows like *Roadies, Indian Idol, Dance India Dance, Bigg Boss, Kaun Banega Crorepati, India's Got Talent* and *Emotional Atyachar* which have made waves in the youth of India.

India has been a new entrant to the television industry compared to other developed countries. Due to its size and population the Reality TV is catching up with Indian viewers at a fast pace. There is a new band wagon of reality stars in India now. Many music and dance talents that work in the main stream film Industry of India have come from song and dance reality shows.

While the reality shows are primarily made for the youth, there have been debates and deliberations in the field of media research about the possible impact of television on society. As Geroge Garbner rightly mentions in the *Cultivation Theory* given by him, the heavy television viewers cannot escape its impact. Media ethics is an area that constantly tries to investigate the role of media for the society. Social Responsibility theory supports this (Laughey 2008, 20 - 21).

Legal Provisions to govern content on TV

Constitution of India came into force on 26th January 1950. The most important right that refers to the freedom of speech and expression reads as follows:

"19(1)(a) Every citizen shall have the right to freedom of speech and expression.

(2) Nothing in sub clause (a) of clause (1) of this Article shall affect the operation of any existing law or prevent the State from making any law, relating to libel, slander, defamation, contempt of court or any other matter which offends against decency or morality or undermines the security of or tends to overthrow the State" (Bakshi 2013, 42-43).

Initially television was under All India Radio, and followed all the rules of All India Radio. The Broadcasting Code, adopted by the Fourth Asian Broadcasting Conference in 1962 listing certain cardinal principles to be followed by the electronic media, became of prime importance so far as laws governing broadcast medium were concerned. Broadcast Code was chiefly set up to govern the All India Radio (Basu 2011).

The Cable Television Networks (Regulation) Act, 1995 mentioned about the Programme Code and Advertising Code for programmes and advertisements that a cable operator transmitted. The District Magistrate, Sub divisional Magistrate and the Commissionaire of Police or any other officer notified by the Central or the State Government were authorized to take an action against violation of rules mentioned in the Cable Act. Besides the Programme Code and the Advertising Code transmission of a programme or a channel may be prohibited in public interest also (Divan 2010, 245 – 251).

Indian Broadcasting Foundation was established in 1999 that identifies and pursues growth opportunities for its members and ensures that the members present a strong collective voice regionally, nationally and globally. The Broadcasting Content Complaint Council (BCCC) is an independent Council set up by the Indian Broadcasting Foundation which started functioning in July 2011. BCCC empowers any person or a group of persons, that may, either individually or jointly, file a complaint against any programme broadcast on any of the IBF member TV Channels. There is a stipulated content guideline under the BCCC, which people are made aware about through the website (IBF 2013).

For news broadcasters a separate organization came into existence in October 2008, called The News Broadcasters Association. It represents the private television news & current affairs broadcasters. It is the collective voice of the News & Current Affairs Broadcasters in India. The NBA presents a unified and credible voice before the Government, on matters that affect the growing industry. It also ensures that the News Broadcasters adhere to certain standard practices by way of defining a common code of conduct for news broadcasts for the members. NBA ensures

freedom of press with checks and balances that could have legal implications as well (NBA 2008).

The realm of Broadcasting Laws and Broadcasting Code of Conduct is evolving day by day. Communication Convergence Bill (Divan 2010, 267 – 277) has provisions to converge all communication related activity under one roof. Television as a medium of communication is like a double edged sword. Where on one hand it has to set the voice of common people free from all restrictions, at the same time on the other hand it needs to ensure that it doesn't offend the provisions of Article 19 (2) of the Indian constitution.

International Provisions

The international provisions viz. Ofcom Broadcasting Code of UK, Federal Communications Commission Code and Canadian Broadcast Standards Council (CBSC) - CAB code of ethics were reviewed. The UK and Canada are funded by non government sources, however they are accountable to the government. This ensure a balance between industry representation and the government. The punishment for content regulation offenders is up to as high as £250,000 in UK, USD $3,000,000 in USA and $500000 in Canada. There is also a strict provision of watershed hours. The freedom is exercised with due provision of watershed hours (CLD 2012, 23 - 24).

Significance of the Study

Television in India has seen a long journey. Television originally had its roots in the development sector, especially the satellite television. It was the vision of Dr. Vikram Sarabhai; information, education and entertainment were the core values accepted for the growth of television.

Post the cable TV revolution and privatization; television grew leaps and bounds in India. "The number of TV households in India increased to 175 million in 2015, implying a TV penetration of 62 per cent. The Cable and Satellite subscriber base is expected to grow to 200 million by 2020, representing 87 per cent of TV households. The television industry in India was INR 542 billion in 2015, and is expected to grow at a CAGR of 15 per cent till 2020, to reach INR 1,098 billion" (KPMG 2016, 31).

Though TV was introduced in India for development, the biggest consumption of TV is for the purpose of entertainment. TV touches many lives and has tremendous potential of influencing individuals according to various psychiatrists, psychologists and social researchers.

India is a country of diversity. 19.2% of its population is within the age group of 15 – 24, whereas 62.9% population is 18 years and more according to the census survey 2011 (Census 2011). Youth forms a considerable amount of population of India. On one hand television has formidable presence in the country; on the other hand there have been deliberations about its impact on the people. Since India has a large young population, it was critical to understand more about the influence of TV viewing on younger viewers.

The journey of television regulations has been quite long. Though media regulations have their roots in pre independence era, television regulations have evolved over phases. Broadcasting Code, which first started off as guidelines under all India radio time was redefined once under the Cable Television Networks (Regulation) Act of 1995, and again under BCCC as well as NBA guidelines. These guidelines are statutory requirements to maintain decency and good taste under the fundamental rights granted by the constitution of India. This inter disciplinary study takes a look at the statutory provisions from a social perspective.

Reality shows are created keeping youth in mind. It was interesting to study Reality shows' influence on youth with reference to the Broadcasting Code. The questions were: what kind of influence do these reality shows have? Whether positive or negative? Do reality shows influence the minds of youth? Theoretically there have been many secondary data points available to infer the influence. What do the youth think about them? What do the experts in various fields think about it? This inter disciplinary approach to the study throws light on multiple facets related to television viewing patterns, youth's behaviour and adherence to Broadcasting Code. The study is an effort to fulfil the following objectives.

Objectives

- To throw light on the social responsibility that a satellite TV channel adheres to vis-à-vis Broadcasting Code of Conduct

- To evaluate reasons for youth's liking for Reality Shows on private satellite television in India

- To collect substantial information about youth's viewing behaviour with reference to satellite television channels

- To identify critical factors in Reality Shows that influence the youth's behaviour

Hypotheses

- Television reality shows don't adhere to the Broadcasting Code of Conduct, prescribed by the Government of India

- Reality Shows are highly preferred by the youth

- Youth has become aggressive due to the influence of Reality Shows

- Television Reality Shows use vulgar images and sounds, which are prohibited considering the existing statutory framework of Indian Legal System

Delimitation of the Study

- The study was conducted for Gujarat, hence conclusions drawn represent preference of Gujarat based youth only.

- The respondents belonged to following urban and semi urban cities

  o Urban cities: Ahmedabad, Vadodara, Rajkot, Surat

  o Semi Urban Cities: Anand, Mehsana, Valsad, Bhavnagar

Methodology

Methods and procedures adopted to carry out the investigation are presented here. For systematic presentation, Methodology is divided into seven sections:

1 Type of Research

1   Type of Research

This study is an empirical Study. Television Reality shows are new phenomena on Indian television, there is limited information available on the impact of reality shows on youth in Gujarat. Moreover the Broadcasting Code of Conduct and its adherence has socio legal implication. To fulfil the objectives of the study, primary data collection was essential. It was also essential to analyse the data from both secondary and primary data points. This descriptive research includes surveys, fact-finding inquiries and discovering relationships between certain variables. This was considered the most suitable for the present study because; it was an attempt to establish relationship between various influencing variables.

2   Conceptual Framework

The conceptual framework to study the influence of reality shows on youth in Gujarat and adherence of these shows to the broadcasting law is shown in figure 1.1.

The Components

- The components of the framework are:

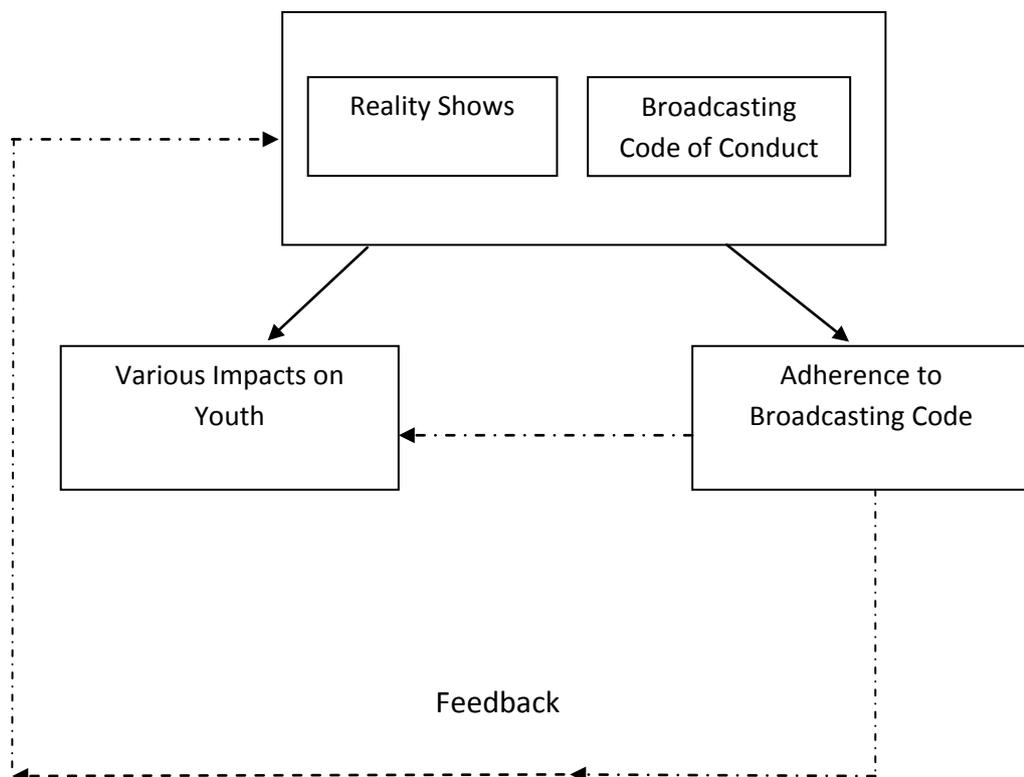*Dependent Variables*: Various Impacts on Youth, Adherence to Broadcasting Code of Conduct

Independent Variables: Reality Shows, Broadcasting Code of Conduct

Television reality shows are the shows that are presented on Satellite television channels in context of this study. The Broadcasting Code of Conduct has been defined under the Cable Television Networks Regulation Act, 1995 to regulate

content on satellite television channels in India. The study was structured to find the relationship between Reality Shows and their various impacts on youth. If the viewer will view the Reality Show, there may or may not be an impact of such reality shows on them. Further, the study was structured to find the relationship between Broadcasting Code of Conduct and Adherence to the Code. If there are the Broadcasting Code of Conduct, there could or could not be an act of adherence of the same performed by the television channels.

There was also a possibility of studying the relationship between the adherence to the Broadcasting Code of Conduct and their impact on youth. Moreover there was also a scope to study relationship between adherence to Broadcasting Code of Conduct and making of Reality Shows, considering the relationship between adherence to Broadcasting Code and various impacts on youth.

Figure 1   The conceptual representation of hypothetical relationship between the variables under consideration is shown below.

A conceptual framework of hypothetical relationship between the variables.

3   Variables

The variables under study are categorized into two categories depending upon their nature. They are independent variables and dependent variables. The independent variables affect the dependent variables.

Independent Variables

Reality Shows: Reality shows are programmes that were introduced on Indian television in 1990s. Their main purpose is to entertain young television viewers. The Reality Shows are specifically produced keeping youth in mind. Reality Shows were therefore selected as independent variables affecting various impacts on youth.

Broadcasting Code of Conduct: Broadcasting Code of Conduct is statutory guidelines mentioned under the Cable Television Networks (Regulation) Act, 1995, for satellite television channels to maintain good taste and decency. These guidelines are the benchmark for any television content creation on Satellite television channels. The producers and television channels are expected to follow these guidelines. Non adherence to Broadcasting Code of Conduct could cause violence in the youth. Broadcasting Code of Conduct was therefore selected as an independent variables affecting adherence to Broadcasting Code of Conduct.

Dependent Variables

Various Impacts on Youth: Impact is an action led by the message disseminated on television channels thereby brining in a change in behaviour pattern. This impact could be negative or positive; it could be there or not there at all. Impact of television viewing on its viewers has been an area of study for many researchers. Various impacts on youth therefore were selected as dependent variable being affected by the Reality Shows.

Adherence to Broadcasting Code of Conduct: Television channels need to maintain good taste and decency to show programmes. The channels need to ensure that they don't offend the statutory provisions prescribed in Cable Television Networks (Regulation) Act, 1995. Adherence to Broadcasting Code of Conduct was therefore selected as dependent variable being affected by the Broadcasting Code of Conduct.

4   Development of Tool

Questionnaire was used to collect data mainly because; large sample could be contacted within a short period of time. It provides enough time to response, with reference to present study, where respondent's knowledge was tested. Also questionnaire is a tool free from interviewer's bias, thus, respondents could express their views freely regarding problems they face and their attitude towards disability.

Moreover to capture detailed views and beliefs of experts, interview schedules were created. The experts needed to express concepts, experiences, trends, views, opinions at length. Interview schedules were used to bring a perspective to the study.

Description of the Tool - Questionnaire

Keeping in mind the objectives of the study, the questionnaire was prepared. It was divided into three sections.

Section I was structured to know the baseline characteristics of the respondents. It gathered information regarding respondents' personal features and family features.

Section II collected information on various aspects of television viewing and media consumption patterns. It comprised of question related to media ownership, extent of television viewing, television viewing patterns, likes – dislikes and preferences related to television viewing.

Section III was structured to gather information about various aspects of Reality Shows viewing. Aspects like viewing patterns of Reality Shows, preference of Reality Shows, reasons for liking Reality Shows, Reality Shows viewing behaviour, views on obscenity and vulgarity versus Reality Shows, influence of Reality Shows and views on various factors of Reality Shows were structured in this section.

Description of the Tool – Interview Schedule

Keeping in mind the objectives of the study, the interview schedules were prepared for the experts. The questions were open ended. They were divided into two sections.

Section I was structured to know the baseline characteristics of the experts. It gathered information regarding experts' personal information and details of their field.

Section II was structured to find opinions on liking of youth for Reality Shows, potential of Reality Shows to influence minds of youth, obscenity and vulgarity in Reality Shows, social responsibility of television channels and broadcasting laws being adhered to in the country. Specific questions were structured for specific professionals.

The final questionnaire thus prepared was then translated in Gujarati as majority of the respondents were assumed to be comfortable with Gujarati language. The questionnaire and interview schedules were sent to panel of 11 judges to establish validity of content. After suggested modifications, pretesting was done to establish reliability of the content.

5   Sampling Procedure

The researcher spoke to 100 youth from urban area and 100 from semi urban area prior to deciding the sample for the study. Most of the youth that used to watch Reality Shows regularly; was college going youth. Therefore the researcher decided to collect sample of respondents from colleges.

In selection of sample random sampling method was used. From every city a list of colleges was prepared; from that list through random sampling one college was selected. From the college 40 students were selected through accidental sampling. In the sample to have gender perception equal males and females; means 20 girls and 20 boys were selected as respondents. On the basis of TV viewing pattern; four 1 million plus cities viz. Ahmedabad, Vadodra, Rajkot and Surat; and four 0.1 to 1 million cities viz. Anand, Bhavnagar, Valsad and Mehsana were selected through lottery sampling method. A total of 320 respondents were selected.

Further a total of 55 samples of experts were selected as follows:

The researcher prepared a list of all available individuals in their respective fields, out of that through purposive sampling, 10 experts in each category were selected, 5 in case of Media Lawyers.

Criteria for Selection of Sample

Following was the criteria for selection of sample.

Size of the Sample: To ascertain the size of the sample Television Audience Measurement (TAM) was taken into consideration. During the time of the study TAM was the most authentic audience measurement organization which gave out viewership numbers. For population of India TAM represented viewership with the sample of 6587 television homes. Thus for the present investigation the sample of 320 respondents represented the youth of Gujarat.

Age Group: As per the television measurement several age groups that are taken into consideration universally are 12-17 teen viewing (mainly children's programming),18-25 youth viewing, age group 25-34, age group 35-49, age group 50-64 and age group 65+. Reality shows in India are targeted to the age group of 18 – 25. This is the reason why the above age group has been considered for the study.

Reality Shows: The category of Reality Shows is a niche category in the universe of television programming. There are multiple Reality Shows that are produced in the country. The purview of this study was to observe the influence of Reality Shows on youth in Gujarat with respect to the Broadcasting Code of Conduct. This is the reason why all the Reality Shows are combined. Further, all the Reality Shows are created keeping the age group of 18-25 in mind.

Urban and Semi Urban Markets (Geographical Area): Satellite television viewing data was available for urban and semi urban markets for the time period that was studied. Urban and Semi Urban markets were measured by TAM for the time of the study. Thus sample respondents were drawn from the Urban and Semi Urban markets. The sample is representative of youth in Gujarat that was measured during the time studied.

Time Period 2006-2011: This is a period where some of the most talked about reality shows like *Bigg Boss, Dance India Dance, India's Got Talent, Fear Factor, Swayamvar, Emotional Atyachar, Iss Jungle se Mujhe Bachao* and *Rakhi Ka Insaaf* were introduced. This was also the time when highest number of foreign shows were launched in India. Thus this time was chosen for the purpose of this study.
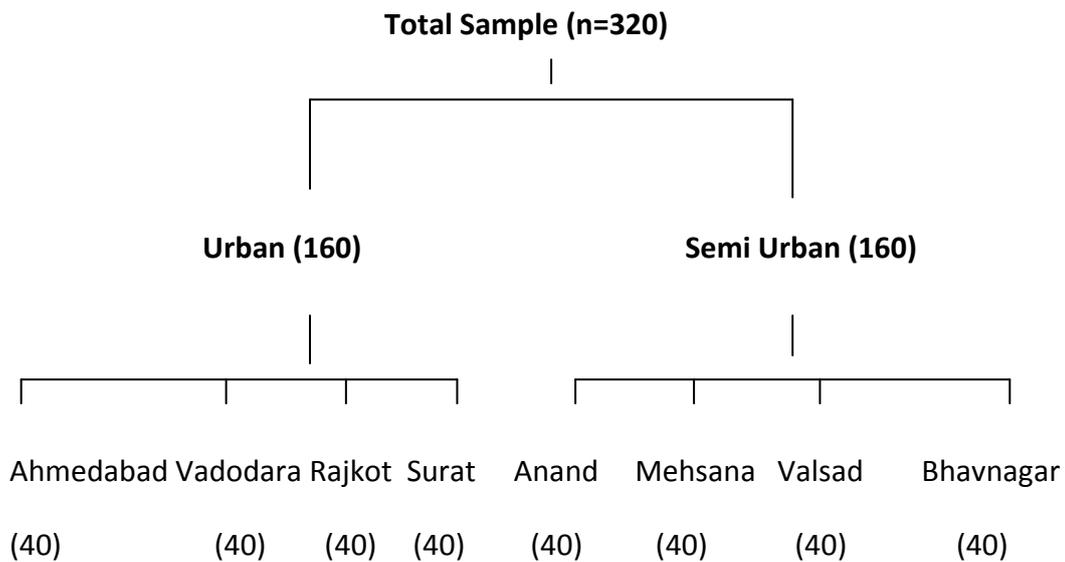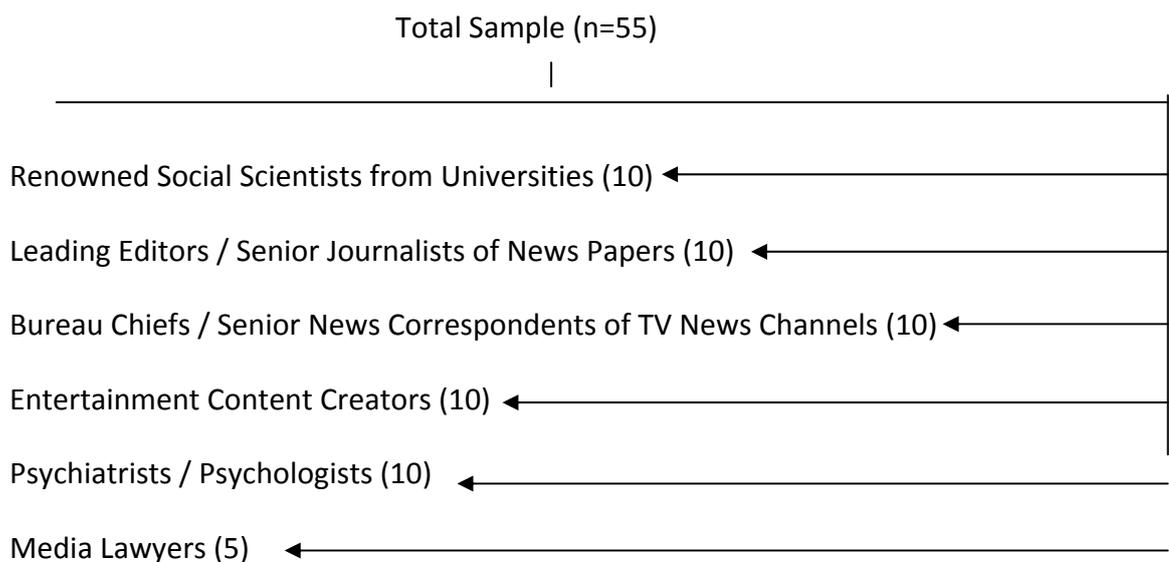
Figure 2 Sampling procedure of Respondents

Total Sample (n=320)

Urban (160)   **Semi Urban (160)**

Ahmedabad Vadodara Rajkot Surat   Anand   Mehsana Valsad   Bhavnagar

(40)   (40)   (40)   (40)   (40)   (40)   (40)   (40)

Figure 1.3 Sampling procedure of Experts

Total Sample (n=55)

Renowned Social Scientists from Universities (10) ◄

Leading Editors / Senior Journalists of News Papers (10) ◄

Bureau Chiefs / Senior News Correspondents of TV News Channels (10) ◄

Entertainment Content Creators (10) ◄

Psychiatrists / Psychologists (10) ◄

Media Lawyers (5) ◄

6   Collection of Data

The questionnaires were administered and collected by the researcher himself by approaching each respondent personally. It was checked that the questionnaire was filled up completely. Out of 320 questionnaires administered, total 320 were returned, thus the rate of return was 100 percentage. The period of data collection was from April 2012 to December 2012. The questionnaires were tabulated and arranged properly for interpretation.

Subsequently the sample of 55 experts was drawn in the above mentioned manner. The experts were asked open ended questions and were recorded on a Dictaphone. All the answers were then properly arranged.

7   Analysis of Data

Both the experts and respondents' responses were then interpreted qualitatively and quantitatively. Data collected was arranged, coded, tabulated and analyzed. Detailed conclusions and way forward were drawn from the data analysis. Chi-square analysis was applied to test the independence of the variables. It showed presence / absence association between these variables referring any variation caused in dependent variables due to selected independent variables. All the hypotheses were tested using 5% level of significance.

Chapters

The thesis is divided into six chapters.

1) Introduction

2) Review of Literature

3) Methodology

4) Data Analysis

5) Conclusions

Findings

Findings about Respondents

- Nearly 85% urban male respondents and about 89% urban female respondents belonged to nuclear families; whereas close to about 84% semi urban male respondents and 88% semi urban female respondents belonged to nuclear families. This gave them opportunity to access television in more individualistic viewing pattern.

- According to the Cultivation Theory of George Gerbner television cultivates minds of viewers over long period. Almost 61% urban male respondents and

close to 69% urban female respondents; whereas close to half of semi urban male respondents and roughly 59% semi urban female respondents have been watching television for more than 10 years.

- Nearly 56% urban male respondents and close to 64% urban female respondents; whereas close to half of semi urban male respondents and two third of semi urban female respondents watched television for less than 3 hours. Significant number of male and female respondents in both urban and semi urban cities that watched TV for more than 3 hours a day.

- Majority of respondents liked to exercise freedom to watch television without the family.

- Close to two third of urban male respondents and about 83% urban female respondents; whereas nearly two third semi urban male respondents and about 88% semi urban female respondents liked to watch television Reality Shows.

- Most of the respondents showed liking for various Reality Shows. Extending Blumler and Katz's Uses and Gratifications Theory media use is motivated by needs and goals that are defined by audience members; respondents from the semi urban cities have shown greater liking for variety of shows and demand that kind of content, compared to the respondents for the urban cities who liked aggressive shows more.

- According to Ang in Pleasure and Ideology of Mass Culture theory; pleasure is conceived as the effect of a certain productivity of a cultural artefact. The respondents have stated reasons for liking the shows; which are distributed across various categories. The reasons are linked with their social and cultural set up. This also impacts the decision of watching a particular reality show.

- Nearly 71% urban male respondents and close to 63% urban female respondents; whereas close 69% semi urban male respondents and about 58% semi urban female respondents liked to watch reality shows alone, with friends or sibling.

- Out of all the other reasons, both semi urban and urban respondents mentioned negative reasons as the reasons to like reality shows. As per Blumler and Katz's uses and gratification theory the reasons for watching reality shows are primarily manifestation of the needs of users.

- Roughly 30% urban male respondents and close 32% urban female respondents found reality shows obscene and vulgar, whereas nearly 23% semi urban male respondents and close to 28% semi urban female respondents found reality shows real representation of youth and aspirational respectively. According to the theory of Saussure and Barthes about Language and Myth; the different degree of negative and positive attributes towards Reality Shows given by respondents are precisely dependent on their exposure, understanding, vis-a-vis their cultural make up. Shows with Obscenity and Vulgarity according to the programming code of Cable Television Networks (Regulation) Act, 1995, cannot be broadcast on Indian television. The shows figure as highly liked shows and yet to majority of urban respondents they are obscene and vulgar.

- Nearly 64% urban male respondents and close to 85% urban female respondents; whereas roughly 69% semi urban male respondents and close to 78% semi urban female respondents found Reality Shows obscene and vulgar on a scale of 1 – 10 as 5 and above. They have also suggested higher liking for reality shows. Thus reality shows offend programme code of Cable Television Networks (Regulation) Act, 1995.

- Both urban and semi urban respondents shared both positive and negative opinions about the Reality shows.

- Television viewing has strong influence on the mind of viewers according to Cultivation Theory, Seduction of Innocent theory as well as the media ethics discussions mentioned in Chapter 2. According to both urban and semi urban respondents reality shows carried positive and negative influence, which resulted into action. Actions like wasting money, doing *emotional atyachar* on others (spying), doing stunts, getting aggressive, going in for quick money,

showing vulgarity in thoughts and behaviour were surely harmful to the society.

- Out of the few respondents who mentioned they were violent in nature, majority didn't consider television, especially Reality Shows' influence for their violent thought. However, according to *Cultivation Theory* given by George Gerbner and *Seduction of Innocent Theory* given by Wertham violence on television has strong potential of influencing the viewers.

- *Bigg Boss, Rakhi ka Swayamvar, Sach Ka Saamna, Roadies, Amul Music Ka Maha Mukabala, DID, Just Dance, Indian Idol* were some of the shows that made some respondents violent in thought and action.

- Both urban and semi urban respondents mentioned positive and negative things that they would like to include in their behaviour after watching Reality Shows.

- Unlike the claims of theorists; nearly 68% urban male respondents and close to two third urban female respondents; whereas roughly half of semi urban male respondents and close to half of semi urban female respondents felt there were no changes noticed in their behaviour and thinking after watching Reality Shows. Out of the significant number of respondents that mentioned about changes observed in behaviour and thinking; more urban respondents mentioned negative changes over the semi urban respondents.

- Both Urban and Semi Urban respondents mentioned about various factors of Reality Shows that were not acceptable in the society like obscene visuals, vulgar language, vulgarity, aggression, illicit relations, violence, spying on spouse, western culture, dirty actions, bad behaviour, anti social elements and wrong use of money. Most of these factors are not allowed to be shown on television as per the guidelines of Cable Television Networks (Regulation) Act, 1995. *The Social Responsibility Theory* also mention about the responsibility of media towards the society.

Findings from Experts

- According to the experts the Reality Shows are surely popular amongst the youth in Gujarat.

- The experts believed that there were laws regarding broadcasting however they were not followed. According to majority of experts including the entertainment content creators the images and sounds shown in Reality Shows were obscene and vulgar. This offended the Programme code mentioned in Cable Television Networks (Regulation) Act, 1995 and the BCCC guidelines for content. The television channels have a standards and practices department but there have been complaints that are registered against shows again and again. The repeat offenders have punishment provision of up to five years of imprisonment, however no strong punishment has been given to any broadcaster so far. The punishment amount in the international laws is very high compared to that in India. In UK the fine is up to £250000, in USA it is up to $3000000 and in Canada it goes up to $500000. The Indian standards are so low that the broadcasters walk away with content that is not permissible as per the law. This is another reason why Indian broadcasters are seen offending the programming guidelines for television very often. The Reality Shows category is observed offending such guidelines on a higher side compared to other content category.

- More than half of the content creators who were involved in creating Reality Shows didn't know the specific provision of the Broadcasting Code of Conduct. This was an alarming situation as they are directly involved in creating content.

- Further Entertainment Content Creators were in favour of an idea like self censorship at the producers / broadcaster's end. However the problem was that most often than not such freedom was misused by the broadcasters. It was evident from the discussion that many a times television channels would force the makers to temper with the content to get better viewership; which according to many of the experts was highly immoral.

- Majority of the experts believed that the reality shows had a strong potential of influencing individuals. Majority believed that such influence was negative. This confirmed with the *Seduction of the Innocent Theory*. Though the limitation of this Theory is that it takes into account only children below 11 years, it is very evident in the cultivation theory of Gerbner that heavy viewers of television cannot escape its gradual impact. According to social scientists and psychologists this influence could be both negative and positive. According to them, the influence depended on the orientation of the youth. In addition the Reality Shows also ran a risk of having negative influence on the participants of the shows.

- On the action taken after viewing reality shows most of the experts have mentioned examples of action taken after watching Reality Shows. The actions were both negative and positive. The reality shows are popular amongst the youth; which is confirmed by Ang's theory of pleasure and ideology of mass culture, the pleasure must be conceived as an effect of a certain productivity of a cultural artefact. Psychologists and sociologists also mentioned about their own case studies of action taken after watching Reality Shows.

- According to the *Social Responsibility Theory* the onus is on the media practitioners and platforms to practice self regulation along with state regulation and high professional standards to create content. Majority of the experts also agreed with the *Social Responsibility Theory*, they felt that the content has to be self censored and must be in conformity with the laws of the land.

- All the experts believed in social and moral responsibility that the television channels should have in order to create content. According to the experts the television shows were not made keeping the social and moral responsibility towards the society in mind. They all mentioned about contribution of platforms like television in the larger process of nation building.

- Majority of Entertainment Content Creators said they would choose to work on shows with high moral values.

- The Bureau Chiefs / Senior News Correspondents' opinions were divided between for and against censorship. This was quite striking as experts were from the journalism background. *Social Responsibility Theory* gives the onus to the media practitioners and platforms to practice self regulation along with state regulation and high professional standards to create content. It was quite strange that a considerable amount of journalists looked at censorship as the way out. Some of the experts agreed with the Social Responsibility Theory, they felt that the content had to be self censored and must be in conformity with the laws of the land. Ironically the laws of land for broadcasting were not abided by as far as broadcasting guidelines were concerned according to the experts; however the Broadcasting Code gave them openness to express. It surely didn't limit the voice. In absence of active machinery at the district and state level the broadcasters walked away by showing content that was not acceptable as per the social standards.

- According to media lawyers there were ambiguities at certain levels for broadcasting checks. Some of the main challenges were poor definitions of Broadcasting Code, no mentions of watershed hours, too many layers to deal with a problem, no uniform voice between various government agencies for content code, lack of government's will to take the broadcasting norms forward.

- One of the biggest challenges that had come out from the conversation with media lawyers was that NBF and IFB guidelines were more of a voice of channels as the broadcasters had set them up. This gave very little room to the common people to get final decisions. What was needed in the country was a forum that was initiated and maintained by the people of India. This would be a true way of protecting the freedom of speech and expression.

- As compared to the foreign systems for content regulations, Indian systems are fairly biased towards broadcasters as per media lawyers. They also have

little provision to suggest punishment to the offenders. The highest punishment suggested in the Cable Television Networks (Regulation) Act, 1995 is Rupees five thousand compared to a fine of USD 3 million in the USA.

- According to the media lawyers the watershed hours are not honoured like that in USA, Canada or UK. In countries like USA, Canada and UK there are stringent rules about watershed hours, which are not honoured in India.

Testing of Hypotheses

The hypotheses mentioned in chapter no. 1 were reframed for statistical treatment. All the hypotheses were tested using Chi-Square analysis at 5% significance level to test the independence between variables.

H_1 Television Reality Shows don't adhere to the Broadcasting Code of Conduct, prescribed by the Government of India

$RH_{1/A}$ *There is no association between opinion about adhering to the Broadcasting Code of Conduct and field to which the experts belonged.*

Table 1: Distribution of Responses of the Experts about Content of the Reality Shows

Experts/opinion about content	Not vulgar and obscene	Vulgar and obscene	Uncertain	Total
Bureau chiefs	0	5	5	10
Journalists	1	5	4	10
Psychiatrist	0	5	5	10
Social Scientist	1	5	4	10
Content Creators	2	6	2	10
Lawyers	0	3	2	5
Total	4	29	22	55

Total of 55 experts from variety of related fields were interviewed to know their opinion about whether the Reality Shows followed the Broadcasting Code of Conduct (BCC) or not. They opined on the basis of the content of the show and if the show was morally and ethically fit to broadcast for the public or not. The Table 1 shows the summary of their opinion.

The hypothesis was tested statically and null hypothesis was accepted implying that there is no association between opinion about adhering to Broadcasting Code of Conduct and field to which the experts belonged. (Chi-square cal = 5.9568, chi-

square tab = 18.307, df = 10 at α = 0.05). This suggested the fact that the experts can be from any field; their opinion does not have influence of their field of working. It was clear from the table 1 that majority of the experts, irrespective of their fields had the opinion that the Reality Shows do not follow the Broadcasting Code of Conduct.

H_2 Reality Shows are highly preferred by the Youth

$RH_{2/A}$ *Type of television show and preference of the youth are independent.*

Out of the urban respondents, 73% male respondents and 83% female respondents clearly indicated that they liked the Reality Shows, whereas out of the semi urban respondents 76% males and 88% females have clearly indicated that they liked the Reality Shows.

Table 2: Distribution of the Preference of Youth (total, including Urban as well as Semi-Urban) According to Type of T.V. Shows

Preference of Youth/type of TV show	Daily Soaps (%)	News (%)	Reality Shows (%)
Not Preferred	16.56	100	0
Preferred	83.44	0	100
Total	100	100	100

Table 2 suggested that majority of the respondents "preferred" Reality Shows more than daily soaps or news. There was more number of youth who responded for Reality Shows as compared to news.

Chi-square analysis was conducted to find whether an association between the two variables existed. The values (X^2cal =130.45, α = 0.5, df = 2) suggested that the null hypothesis has been rejected and there existed an association between the type of television show and preference of the youth. Meaning that the youth of today preferred Reality Shows more than daily soaps or news.

H_3 Youth has become aggressive due to the influence of Reality Shows

$RH_{3/A}$ *There is no association between type of television show and behaviour pattern of the youth.*

Table 3: Distribution of the Behaviour Pattern of the Youth (total, including Urban as well as Semi-Urban) extent to which, they Prefer T.V. Shows

Behaviour pattern of the youth/ extent of preference of reality show	Less preferred reality shows (f)	More preferred reality shows (f)	Total
Change in language	10	13	23
Change in style	4	6	10
Change in thinking	66	136	202
Total	80	155	235

To test the above mentioned aspect, a chi-square analysis was performed for the above stated hypothesis. The values (X^2cal =1.238, α = 0.5, df = 2) suggested that the null hypothesis was accepted implying that the variables "type of television show" and "behaviour pattern of youth" were independent of each other. This pointed out the fact that there was no association between type of show and youth's behaviour pattern. Youth might be behaving in a given pattern because of many other forces acting upon them. These opinions showed youth's responses. Hence it could be said that the youth preferred the Reality Shows over all the other shows but felt that the Reality Shows did not influence them in any fashion.

RH$_{3/B}$ There is no association between field of different experts and their opinion about influence of Reality Shows on youth

Table 4: Distribution of Responses of Different Experts Opining whether Reality Shows Influence the Youth

Experts from different fields/opinion about influence of reality shows	Influence positively	Partially negative influence	Negative influence	Total
Bureau chiefs	1	2	7	10
Journalists	2	3	5	10
Psychiatrist	0	2	8	10
Social scientist	0	1	9	10
Content creator	5	4	1	10
Lawyers	2	3	0	5
Total	10	15	30	55

Various experts were interviewed during the research (Table 4). Most of the experts felt that the Reality shows negatively influenced the youth. They also shared that most of the Reality Shows were not fit for family viewing. Hypothesis testing (chi-square analysis was performed) suggested that the field to which the expert belonged to and their opinion about the influence were independent variables. As given in the Table 4 experts from six different fields opined differently about

whether the Reality shows influenced the youth or not. The values (X2cal =25.3, α = 0.5, df = 10) suggested that the null hypothesis has been accepted and there existed no association between experts fields and their opinion. This implied that the experts of different field held different opinion.

H$_4$ Television Reality Shows use vulgar images and sounds, which are prohibited considering the existing statutory framework of Indian Legal System

RH$_{4/A}$ There is no association between type of television show and extent of use of vulgar images and sounds.

There have been debates and deliberations about reality shows showing obscene and vulgar content considering the existing statutory framework of Indian Legal System. Following were the views shared by the youth.

Table 5: Distribution of the Use of Unacceptable Content in Reality Shows and Preference of Reality Shows

Use of unacceptable content/ preference of reality show	Less preferred reality shows (f)	More preferred reality shows (f)	Total
Obscene visuals	9	0	9
Bad language	8	7	15
Vulgarity	8	10	18
Total	25	17	42

To test the above mentioned aspect, a chi-square analysis was performed for the above stated hypothesis. The values (X^2cal =8.057412, α = 0.5, df = 2) suggested that the null hypothesis was rejected. Thus it was interpreted that there was an association between "Use of unacceptable content in the Reality Shows" and "Preference of Reality Shows". As per the programme and advertising code of 'Cable Television Networks (Regulation) Act, 1995', obscenity and vulgarity cannot be shown on television channels in India. It can therefore be concluded that these Reality Shows were preferred the most and were associated with unacceptable content in the show. This type of unacceptable content was asked by separating each objectionable point in the content and then respondents were asked to mark the most shown point in the Reality Show. Based on that, top three marked objectionable points were: obscene visuals, bad language and vulgarity. Above mentioned test of independence was performed considering these variables.

Recommendations

Findings of the study brought out a number of implications for the government, television channels, content creators and consumers.

- Each television channel needs to have a standards and practices department. This department must censor the content on a daily basis. The censorship for TV channels could be on the lines of self censorship. The Government of India must make it mandatory for each channel to show a censorship report MIS on a daily basis from this department. This would include programming and commercial content. They should adhere to the larger guidelines of the Broadcasting Code of Conduct prescribed by Cable Television Networks (Regulation) Act, 1995.

- The Code of Conduct needs to be redefined to make it more user-friendly. Since television is audio and visual medium what should be shown and what not to be shown, to what extent needs to be properly defined. Usually decency, morality etc. are left open for interpretations. This needs to be clearly defined to avoid ambiguity. The Broadcasting Code of Conduct should be redefined with the help of people's representatives in conjunction with the freedom granted in the constitution of India. What is immoral or indecent could be defined by the people of India, keeping in mind the current exposure level of the society.

- It should be made mandatory for news and non news broadcasters to rate their programmes under U (Children under 12 years), U/A (Parental Guidance – Age group 13-17) and A (Adult content – 18 years and above) category. This should be communicated before the beginning of each show on the top left corner of the screen. "A" - certification content should be shown after 11 pm and before 5 am (watershed hours).

- Parental lock should be made available soon to all television viewers and it should be made mandatory for the channels to promote the usage of parental locks.

- Television distribution research should evolve a way to device content tagging for all content broadcast with reference to various categories. With Digital Addressable System, this would enable viewers to identify content category.

- The law enforcement needs to be strict in terms of violence / sex / obscenity / vulgarity presented on prime time – younger audience watching hours. The children and younger audiences must be protected from content that is not suitable for their age group. In other words watershed hours must be followed by broadcasters in India, and they should be strictly enforceable by the law. Ideal watershed hours for Indian viewers are 11 pm to 5 am.

- Broadcasting Content Complaints Council and News Broadcasting Standards Authority are two organizations that deal with people's complaints and are formed by the television broadcasters with eminent personalities from the society involved with it. There has to be citizen's forum with rural and urban representation deciding the larger morality of content for society. Complaint Council of such representation should be decentralized and should have the judiciary involved in it. This is the best way to arrive at a solution for moral problems and could help in society building.

- There is a need to introduce courses in middle school talking about potential harms of television. It is at this level where they will have understanding of what to watch and what not to watch. Such courses will help adolescents make their own judgement of not watching certain kind of programmes as they are not good for mental and physical health.

- There is a dire need of Research and Development wing for Mass Media. Academicians should be encouraged to hold media advocacy seminars. Any approved UGC college teaching media must come up with seminars / workshops on media education to bring in awareness of media exposure and its potential harms to youth.

- There is a space for a central body that functions as ombudsperson for objectionable content on television, radio, films and internet. There needs to

be a central body, set up by the representatives of society, but is legally accountable and binding to the constitution of India.

Recommendations for further studies

1. Comparative study should be conducted between foreign content regulations and Indian content regulations

2. Comparative study should be conducted between Doordarshan and satellite TV channel content code adherence

3. A similar study needs to be conducted in other parts of the country

4. Influence of television on viewers of rural areas with reference to Broadcasting Code of Conduct need to be studied

5. News channel's adherence to Broadcasting Code needs to be studied

6. Influence of television shows on children needs to be studied

Conclusions

- Respondents had good knowledge regarding all the Reality Shows viewing behaviour on satellite television.

- The factors which affected the knowledge regarding television viewing behaviour were-sex, age, education, occupation and type of family.

- Majority of respondents preferred to watch Reality Shows.

- Type of family, the viewing pattern, geographical location, type of shows were the factors affected the reality shows viewing behaviour on satellite TV channels.

- There was a significant positive relationship between the Adherence to Broadcasting Code of Conduct in Reality Shows and their impact on the youth.

- Majority of experts believed that Reality shows carried obscene and vulgar images and sounds and this created negative influence on the respondents, which offended the provisions of Programming Guidelines under the Cable

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Television Networks (Regulation) Act, 1995. Thus the broadcasting laws were not adhered to as per majority of experts.

- Reality Shows and Broadcasting Code of Conduct were variables that affected various impacts on youth and adherence to Broadcasting Code respectively.

As a consequence, it can be concluded that the theory set for the investigation was largely accepted.

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